



Faculty of Economics and Business

## **THE INTENTION OF GENERATION Y USING THE GRAB CAR SERVICE**

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**Bachelor Degree in Business Administration with Honours  
(Marketing)  
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# **THE INTENTION OF GENERATION Y USING THE GRAB CAR SERVICE**

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**FAKTOR-FAKTOR YANG MEMPENGARUHI GENERASI Y MENGGUNA GRAB**

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Statement of Originality

The work described in this Degree Thesis, entitled  
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is to best of the author's knowledge that of the author  
except where due reference is made.

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## **ABSTRACT**

### **THE INTENTION OF GENERATION Y USING THE GRAB CAR SERVICE**

**By**

**Chan Yong Yi**

Nowadays, a big change has happened in taxi industry especially in Malaysia. Many mobile transportation application such as Grab, Uber, MyCar emerge has increased the demand of the ride service demand. These new entrants increase the competition among local taxi industry and public transportation. The main aim for this study is investigate the relationship between the independent and dependent variable. The independent variable is the intention of generation Y using the Grab car service. The dependent variables are the effect on social media marketing, price, reliability and customer satisfaction. The methodology that researcher used is quantitative. The data collection is primary data; the data analysis is Statistical Package for the Social Science (SPSS) and reliability test. The analysis techniques are descriptive statistic and cross tabulation.

## **ABSTRAK**

### **FAKTOR-FAKTOR YANG MEMPENGARUHI GENERASI Y MENGGUNA GRAB**

**By**

**Chan Yong Yi**

Pada masa kini, industri taxi mempunyai perubahan yang besar di Malaysia. Banyak servis yang baru seperti Grab, Uber, MyCar menambahkan permintaan. Ini akan menambahkan persaingan antara taxi dengan servis yang baru. Projek ini adalah untuk mencari kaitan dengan faktor-faktor yang mempengaruhi generasi Y mengguna Grab. Faktor-faktor termasuk penggunaan pemasaran media, harga, kebolehpercayaan dan kepuasan pelanggan. Metologi yang digunakan adalah kuantiti. Data analisis adalah Statistical Package for the Social Science (SPSS) dan reliability test. Analisis teknik adalah descriptive statistic dan cross tabulation.

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# **Chapter 1**

## **Introduction**



### **1.1 Introduction**

This report will describe the intention of generation Y using the Grab car service. Also, the background of the study, research, the significance of the study and the scope of the study will be included. The background study is including digital technology, ride car service and generation Y. For the digital technology, it has stated that the expansion of technology guides the way of changing of human's lifestyle including generation Y. Due to digital technology, it helps to emergence the ride car service. Digital technology can become the connection between the ride car service and the customer. Generation Y is the generation born between 1980 and 2000. They grew up in an environment full of digital technology. Therefore, ride car services have set Generation Y as their main target. For chapter 1.3, researches include a problem statement, research objective which will define the relationship between the variables and the intention of Generation Y using Grab, research question and key term. Critical term in explaining the title of this report includes attitude, behaviour, Generation Y, intention and the Theory of Planned Behaviour.



## **1.2 Background of Study**

### **1.2.1 Digital Technology**

According to Thaler and Tucker (2013), digital technology has altered the demand of the customer. According to Weatherhead (2014), people nowadays can receive information from everywhere. The expansion of technology guides the way of changing of human's lifestyle including generation Y.

According to Zhang (2017), the expansion of mobile technology and applications are getting popular. These technologies can be the connection between the company and its users. It may cause many companies to use this chance to create a relationship with customers via mobile application (Zhang, 2017).

Mobility is essential for individual, and it increases the private car service's demand recently. In Malaysia, a significant change has happened to the taxi industry. The application of mobile application emergence has levelled up the ride services' demand. The competition between a local taxi and public transport has become more intense.

### **1.2.2 Ride-car Service**

The online transportation business has been trending currently. According to Clewlow (2017), since Uber introduced in 2009, ride-car service experienced major growth in adoption worldwide. Ride-car service such as Grab, Uber, MyTeksi and other enabled to adopt in worldwide; foremost reason is because of the rapid development of mobile and wireless communication technologies, the smartphone with GPS, internet and digital road maps. These digital technologies became the connection between ride-car service and the users. It is easier for them to communicate.

Uber launched service in another country like Cambodia on September 18, 2017, whereas Grab launched the service in Cambodia on December 19, 2017. In March 2018, Uber had agreed to combine Southeast Asia's business operations with Grab. Uber will combine their business with Grab might due to the extreme amount of competitor. In Southeast Asia, Grab has most of the drivers and passengers in Southeast Asia. According to Lin and Dula (2016), Grab was launched in 2012, and it named MyTeksi (2011) in Kuala Lumpur. Outside Malaysia, Grab has rebranded them as Grab Taxi.

### **1.2.3 Generation Y**

According to Goldman Sachs (2016), the generation born between 1980 and 2000 is Generation Y. The first generation that approached to this new type of technology is generation Y. According to Schultz, Jain and Viswanathan (2015), the daily life of Generation Y is full of digital services. According to Valenzuela et al. (2009), generation Y uses social media is to socialise or experience a sense of community. According to Lee, Taylor and Cosenza (2002), generation Y that graduate from colleges and enter the workplace will make them as a powerful and promising customer group.

Generation Y frequently uses social media to share, contribute, search. Researches, service managers, and many companies targeted the social media usage of generation Y because generation Y might represent how people will behave in the future. According to Schewe et al. (2013), the target customers for marketers are generation Y because of their purchasing power and size. According to Williams et

al. (2012), generation Y considered digital natives because they used digital technology most of their lives.

Generation Y is a growing consumer base. They prefer a new demand for smart and innovative transportation solutions. According to Tuttle and Tuttle (2012), generation Y is less interested in owning a car compared to the previous generation, and they are more interested in finding other ways. According to Deloitte Global (2014), it showed that 25% of Generation Y does not have the plan to lease or purchase a car before 2019. According to Charles (2013), they demand a new model of car ownership.

## **1.3 Research**

### **1.3.1 Problem Statement**

According to Kazmi and Mehmood (2016), the essential component in consumer buying behaviour is purchase intention. Purchase intention will influence the consumers to make choices on their preferences among different opportunities in the market. If the purchasing intention is high, the chance for customers to purchase the products or services is higher. According to Vahdati and Nejad (2016), the purchase intention relies on few variables such as customers' interest to the product or service, social pressures from others, readiness and a general sense of what is perceived by the customers.

According to Smith (2011), generation Y access social media daily, so they will know how marketers use social media. According to Lapido, Nwagwu and Alarpe (2013), the media fragmentation and the increasing number of daily media

exposures have increased the difficulty of advertising marketing objectives. The advertising of social media is less efficient to Generation Y because they always avoid web content's advertising. It causes marketers to have limited strategy to engage generation Y through social media.

### **1.3.2 Research Objectives**

In this study, the research objectives are as follow:

- 1) To identify the relationship between the effects of social media marketing and the intention of generation Y of using Grab car service.
- 2) To identify the relationship between price and the intention of generation Y of using Grab car service.
- 3) To identify the relationship between reliability and the intention of generation Y of using Grab car service.
- 4) To identify the relationship between customer satisfaction and the intention of generation Y of using Grab car service.

### **1.3.3 Research Question**

The research questions of the research are as follow:

- Does the effect of social media marketing influence the intention of generation Y of using Grab car service?
- Does the price influence the intention of generation Y of using Grab car service?

- Does the reliability influence the intention of generation Y of using Grab car service?
- Does customer satisfaction influence the intention of generation Y of using Grab car service?

### **1.3.4 Key Terms**

**Attitude:** Attitude is 'a disposition to respond favourably or unfavourably to an object, person, institution or event' (Ajzen, 2005).

**Behaviour:** Behavior is an 'the activity of observable in a human or animal'.

**Intention:** Intention is 'A thing intended; an aim or plan'.

**Generation Y:** According to Goldman Sachs (2016), the generation born between 1980 and 2000 is generation Y.

**Theory of Planned Behavior (TPB):** According to Ajzen (1975), the theory of planned behaviour is an extension of the theory of reasoned action (TRA).

### **1.4 Significance of the study**

This research will observe out how the factors which are the effect of social media marketing, price, reliability, customer satisfaction and sharing economy influence the intention of generation Y using Grab car service. At the end of the research, it will determine which of the factors has the relationship on affecting the intention of generation Y using Grab car service. This will introduce sensible understanding and contribution to Grab, for them to have a higher understanding on

how the factors which are the effect of social media marketing, price, reliability, customer satisfaction and sharing economy influence the intention of generation Y using Grab car service. This can help Grab re-plan their strategic marketing to hold their customers in return to improve their income. This also can help Grab to perform the adjustments to improve their company performance.

### **1.5 Scope of the study**

This research's goal is to look at how the factors which are the effect of social media marketing, price, reliability, customer satisfaction and sharing economy influence the intention of generation Y using Grab car service. UNIMAS is chosen as the place for the research because UNIMAS is nearby Kuching and Kuching is the largest city in Sarawak state. The students of UNIMAS are the target for the study. The total population in UNIMAS had reached 16,000 in 2017. The survey form is given to fill in order to analyse our research.

## **Chapter 2**

### **Literature Review**

#### **2.1 Introduction**

The previous chapter discussed what is digital technology, ride car services and generation Y. The previous chapter mentioned that the world keeps improving and introducing more digital technology. Digital technology has made the taxi industry being replaced by Grab because the customer can use the mobile application to get a driver to a destination instead of going taxi station to find a driver or call to taxi office. Digital technology plays an essential role in ride car service. Without digital technology, ride car service will not emergence and survive. Generation Y is the main target in this report because they grew up in an environment full of digital technology. Overcharging rate, inconvenient, the attitude of taxi drivers and other reasons have slowed down the taxi industry. These reasons will make the customers start surveying another way which is ride sharing to replace taxi. People start using ride-sharing due to its convenience and reliability.

This chapter will define the variables affecting the intention of generation Y using Grab. This chapter will discuss how Grab work and the history of Grab. This chapter also will discuss the legal issue, competition and market analysis of Grab. The variables are the effect of social media marketing, price, reliability and customer satisfaction. This chapter will find the available theory which is the Theory of Planned Behaviour to support the relationship between the variables.

## **2.2 Grab**

The first section of chapter 2 will discuss how Grab work to help the reader to get a better understanding of the context of the study.

### **2.2.1 History of Grab**

The founder of Grab is Anthony Tan and Tan Hooi Ling. One of the friends of Anthony was a complaint about the difficulty of calling a taxi and the service of a taxi. His friend complained that the taxi driver overcharged the rate and took the wrong route when he visited Malaysia in 2011. From the complaint, Anthony was inspired to set up a taxi-booking service. The taxi-booking service contained flat-rate fees based on the car-types to avoid overcharging, the waiting time and rates depend on the cities. Anthony studied at Harvard Business School, and he took this problem as his project. He received many negative comments. Although he has been rejected many times, he did not give up, and he continued to work on the project. In the end, the project won as the second prize of Business Plan Contest at Harvard Business School, and the application was selected as the finalist at Harvard's Minimum Viable Product Funding Award.

Anthony Tan was Head of Supply Chain and Marketing Department at Tan Chong Motors in Kuala Lumpur. However, he quitted his job in 2012 and launched 'MyTeksi' app with Tan Hooi Ling. Harvard Business School sponsored US\$25,000, and Anthony Tan used his personal capital to launch 'MyTeksi' app. He went door-in-door to the biggest taxi companies and persuaded them for trying his apps but nobody willing to try it. He finally persuaded a company which has only 30 taxis to corporate with him. 'MyTeksi' app was expanding and changed the name to Grab. Grab is a ride-sharing service that took over the transportation industry in recent



years. Grab is operating in more than 30 cities such as Malaysia, Thailand, Vietnam, Indonesia, Philippines and Singapore.

### **2.2.2 How Grab works**

To stay connected with the customers, Grab provides its mobile application for smartphones to a global network of private drivers. Users need to download the mobile application via play store or app store and enter their information such as name, mobile number and credit card information. The credit card information is encouraging the users to pay the ride via GrabPay service which is a cashless method. The users can set up a depart location and locate driver via GPS. The mobile application will show the current location of the booked driver and estimation arrival time. The mobile application also provides the information of drivers such as name, photo, performance rating and the details of the car and car plate number. The users can share driver information through social media with their friends. This help to inform users' friends about the estimation arrival time. This information provided is to ensure the safety of the customers. Before the ride, the users can call the drivers to confirm the location or after if something has been left behind. After rides, the users are available to rate the driver and provide a report if the users are not satisfied with the service of the driver, but the driver also can rate the user. This system is fair for users and drivers.

According to Fleischer and Wahlin (2016), the Grab application also offers an estimate fare function to estimate the cost of the trip. The Grab fare is similar to the conventional cab, which is having initial fare plus the surcharge depending on the distance travelled. Grab provides different rides from economy cars to luxury vehicles for different preferences. Grab provides the car with special needs such as

wheelchair and others. All the users and drivers of Grab are covered through worldwide insurance.

Grab not only providing ride-sharing service but Grab also introduce a new application named GrabGood. GrabFood is an application for food delivery. The users can pay GrabFood order via GrabPay to encourage cashless method and collecting the points. The users can use the points to redeem any promotional code or vouchers that collaboration with Grab such as Nando's chicken, Tealive and other.

### **2.2.3 Legal Issue**

According to Fleischer and Wahlin (2016), Grab has been involved in many conflicts and taxi drivers' protest all over the world because Grab will reduce the profit of taxi drivers since its launch. Many parties state that Grab does not pay taxes or licensing fees, hired untrained drivers and it will danger the safety of the passengers. According to Abboud and Wagstaff (2015), the business model of Grab is unfair competition to conventional taxi drivers. According to Griswold (2016), the public criticism that Grab drivers do not receive benefits like health insurance or job expenses support such as maintenance of their vehicle or gas expenses and claim that the Grab drivers are working as independent contractors.

### **2.2.4 Grab in Malaysia**

Grab company headquarter was in Malaysia since 2012, but Grab moved to headquarter from Malaysia to Singapore. Malaysia approved the plan and legitimised Grab service in 2016. According to Bills to legalise Grab, Uber tabled in Malaysian Parliament (2018), to protect the drivers from harassment, the Malaysian government made amendments to adjust the transport application services on 4 April 2017 to the

existing transport laws. Grab was officially categorised as a legal public service vehicle through the amendment. On 28 July 2017, the Parliament of Malaysia has approved the amendments. To maintain the efficiency of taxi drivers in Malaysia, the government department introduced the use of technology using GrabTaxi applications. Malaysian Public Land Transport Commission (SPAD) sends support to the technology company. To enhance the taxi drivers' image in the city, Grab is working with the government department.

### **2.2.5 Competition and Market Analysis**

The ride-sharing service industry has expanded substantially in recent years. Companies such as Uber and Grab working as the connection between customers and drivers can gain profits. Customers are concern about the possible fare increase because lack of competition as Grab took over Uber in Malaysia. However, a big range of new ride-sharing service aims to earn profit from this fast-growing market because of the increasing demand for share rides. The new ride-sharing service also can name as competitors who are MyCar, MULA, JomRide, Dacsee and other. According to Pikri (2018), JomRide is a ride-sharing service that starts up by Malaysian that renewed its recruiting more drivers to survive in the industry full of competitors. MULA is a service that is the most promising option for customers (Pikri, 2018). MULA is different from other ride-sharing service because MULA to offer a unique MULA-owned vehicle offered alongside its ride-hailing service. Dacsee's rides are on the blockchain so they branded themselves as a decentralised ride-hailing service platform. Dacsee does not have someone investigate the whole operation of rider safety and the concerns of rates. The ecosystem is moderate itself

through blockchain. MyCar is the strongest competitor to Grab. According to Wong (2018), MyCar branded themselves as a 3<sup>rd</sup> e-hailing force.

MyCar are similar to Grab. However, before booking a ride, the customer can leave a message to the driver. MyCar only accepts cash for all the rides. According to Wong (2018), MyCar provides various type of vehicle which is MyCar Economy, MyCar Premium, MyCar MPV Compact, MyCar MPV Premium and MyCar Cab. The fares to KLIA and KLIA2 of MyCar which cost RM60-65 are cheaper than Grab which cost RM55-59. According to the system, MyCar has 10,000 drivers, and 10% of them are women. According to Wong (2018), MyCar has its own stringent checks such as background checks with the relevant authorities like PDRM, JPJ and SPAD before the driver starts accepting the ride to ensure passenger safety. MyCar's vehicle must not over seven years of age and vehicles above three years need require Puspakom inspection.

## **2.3 Variables**

A few variables are affecting the intention of generation Y using Grab. There is the effect of social media marketing, price, reliability and customer satisfaction.

### **2.3.1 The Effect of Social Media Marketing**

Social media define as an online service through which users can create and share a variety of content. According to Payne (2005), the emergence of social media is a challenge to the traditional notion of customer relationship management. In a traditional customer relationship challenge framework, the organisation provided a lot of information about its customers. It is for the use of a company to manage its relationship with the customers. The rise of social media allows company

opportunities to engage and listen with their customers. It also allows them to advertise their products.

According to Kaynar and Amichai Hamburger (2008), the numbers of Internet users in the world in 2010 will over 2 billion, and it will continue to increase every 1 – 1.5 years. Social media marketing can consider a connection between suppliers and customers. Social media marketing is a practice of promoting products and services using distribution channels. Social marketing is known as e-marketing and includes digital or online advertising which delivers marketing messages to customers. According to Okazaki, Katsukura and Nishiyama (2007), reaching customers by using social media considered the most promising field of development for marketing in future.

Nowadays, generation Y who lives in developed countries had focused on social media usage. Computers and mobile phones are common tools or an essential for generation Y which means that there is an unlimited way for them access to information technology and social media platforms. The internet which known as social networking or interactive technologies allows generation Y more active in the creation and advancement of products and brands. With the increasing usage of social media by generation Y, many companies are using social media to reach their target customers. Many companies including Grab will upload advertising on YouTube, providing information about their products online such as Wikipedia or running promotions on Facebook. This will attract the attention of generation Y as they are using these social media platforms often.

### **2.3.2 Price**

According to Zeithaml (1981), the critical factor for quality and customer value is price. The brand's standard can be affected by the price of a product or service (Turel et al., 2006). According to Button and Hensher (2001), the price is an essential indicator in the transportation industry which will affect the affordability between service and fares charged. According to Mburu (2013), price, relationship and value influence on customer satisfaction whereas according to Khuong and Dai (2016), customer loyalty will be affected by the price. According to Ilma Khairani and Sri Rahayu Hijrah Hati (2017), perceived value for money, service quality and e-service quality will affect customer satisfaction.

Generation Y does not have the intention to purchase a car. Therefore, they need convenience and cheaper platform for their transportation. Generation Y will intent to choose to Grab instead of a taxi is because of the price. According to Ferrarese (2018), a taxi to the airport in Penang would cost RM40-RM50 whereas by using Grab, it just cost RM20 or less than for the same ride. The night price is not steep because they are dependent on the number of drivers on the road at a particular time of the day or night. In this situation, generation Y will instead choose Grab because the price is lower and Grab is safer than Taxi.

Besides that, price involves promotion. The promotion will affect the intention of generation Y using Grab. According to Lovelock and Wright (2002), promotion is to convince the target customer to decide to buy a product or service. Promotion can affect customers' thinking, emotions on purchasing the services of Grab. Promotion code or redeem coupons of Grab can act as a tool of sales promotion because Grab is giving this promotion through the mobile application.

According to Yelkur (2000), the elements of the marketing mix including promotion and price. It proved that there is a relationship between marketing mix and customer satisfaction. According to Kumar and Kumar (2016), redeem coupons will influence in selecting cab services.

Before Uber joins Grab, Grab always offers promotion code to their customers such as RM5 off a ride and others. These promotion code help Grab to maintain their existing customers and attract new customers due to the low fare compare to another ride-sharing service. Therefore, price is one of the variables affecting the intention of generation Y using Grab.

### **2.3.3 Reliability**

According to McKnight et al. (1986), the ability to implement the service with punctuality and consistency which mean reliability such as arrival at the destination, journey length, communications and scheduled routes are essential to consider for the ride-sharing service quality dimensions. According to Horsu and Yeboah (2015), reliability has a significantly positive influence on customer satisfaction. When generation Y calling Grab service through a mobile application, it will show the duration of time that Grab driver need to reach their destination. This will let the customers know how long they need to wait and prepare. According to the survey, the Grab drivers always reach on time, and it helps to promote the reliability of Grab application. The customers of Grab car service will send a trip request to the nearest Grab driver, and the application will track the available Grab car to pick customers. The Grab drivers will send the customers to their destinations based on the General Packet Radio Service (GPRS) or Google map, and the customers can rate scores for the drivers. The Grab drivers need to maintain their

scores on a certain level. Therefore, they will perform well during the trip to make sure every customer satisfied their performance and rate them higher scores. With this, the intention of generation Y using Grab is getting stronger, and they will share the positive experiences through social media. This helps Grab to have more generation Y as their customers.

Generation Y is the age that likes to travel. According to Schmitz, Bartsch and Meyer (2016), ride-sharing service such as Grab has a significant influence on the way people travel. Grab is increasingly welcomed by locals and tourists because of their quality of service, transparency and affordability. According to Ferrarese (2018), customers are available to request a car wherever even though the customers are on the island. According to Ackaradejruangsri (2015), many customers prefer using Grab because it is easy to access and never rejecting customers. The Grab mobile application will show where is the car and how long will it take to reach. Generation Y will tend to use Grab instead of other public transportation in another country because Grab can help them to solve the problem of information and language barriers. Generation Y can easily order a grab in another country with just a press button on the Grab application in their smartphones. Grab available in many countries. This makes generation Y no need to worry about the transport problem when they go to travel, and they will rely on Grab car service. According to the New Straits Times (2017), 80 per cent of the public prefers using Grab services because of the accessibility through a survey done by The Land Public Transport Commission (SPAD). Therefore, the reliability of Grab is one of the variables affecting the intention of generation Y using Grab.



Besides that, generation Y will tend to use Grab instead of Taxi is because of Grab is safer than Taxi. According to Ferrarese (2018), some of the Malaysian taxi drivers demanded higher pay than what the meter showed. This cause generation Y need to pay more than what the taxi driver offers the price before they get in the car. For Grab, the drivers are not allowed to do so because every ride will register into a system with a unique ID. The customers can see the name and license plate of the drivers. If the Grab drivers demand a higher price than the actual price that showed in the mobile application, the customers can report them to the service and the drivers might be banned immediately. The Grab drivers aware of this system and this are the reason why they will not make this kind of mistakes. This help to increase the reliability of Grab services and generation Y can use it without worries.

According to Litman (2008), service comfort is the availability of services such as space, journeys, seats, air conditioning and others. According to Samson and Thompson (2007), some researcher in public transportation stated that comfort is an essential factor that needs to consider in this public transportation industry. According to Budiono (2009), the most influential factor on customer satisfaction of public transport is a comfort. Grab car is cleaner than a Taxi. According to Ferrarese (2018), some of the taxi cars are without an air conditioner, broken seats, the smell of cigarette smoke and others. However, the car that Grab drivers use is their car which is a typical car that used by a friendly individual on his daily routine. According to Premananthini (2016), the result of an online survey that conducted by Land Public Transport Commission (SPAD) showed that taxi drivers are overcharging and not using meters, dirty taxis, poor attitude of taxi drivers, and uncomfortable rides. Based on the survey conducted, it will increase the generation

Y purchase intention on Grab. Generation Y that want a comfortable and cheap ride-sharing services, they will tend to choose to Grab compare to other brands because Grab's reliability is higher compare to other brands.

### **2.3.4 Customer Satisfaction**

Mohan, Sivakumaran and Sharma (2013) claimed that the employees' actions and behaviours could influence the satisfaction of the customers. According to Herath (2014), employees are the one who makes direct contact with the customers. The employees can create a positive impact on the customers' impulse buying behaviour which is customer purchase the product or creates a negative impact on the customer's mind with the improper employees' attitude. A person prefers to share their negative experience about customer service than the positive. It will lead the brand with a negative image. Therefore, the quality of customer service is an essential factor because employees directly contact with the customers and it can directly influence the intention of generation Y using Grab.

According to Kotler and Keller (2006), the individual feeling either they are satisfied or dissatisfy towards product or service performance is satisfaction. According to Oliver (1980), customer satisfaction reflected from the disconfirmation theory of customer expectation. Positive disconfirmation will lead to satisfaction, and negative satisfaction leads to dissatisfaction (Oliver, 1980). According to Lai and Chen (2010), the passenger will be satisfied when the services meet their expectation of public transport services. As a modern customer, generation Y become wiser and not only focus on high quality but looking for a high professional in transportation services. According to Charoen (2015), Grab uses global positioning systems to identify the driver who is the nearest and shortest directions

distance to the customers' location on time. This technology helps to increase customer satisfaction to retain existing customers and attract more new customers. According to Ackaradejruangsri (2015), Grab has higher quality and brand image compared to other competitors such as MyCar because of its strict rule and regulations on Grab drivers. However, Grab must increase their service quality frequently to achieve competitive advantage. In the meanwhile, upgrading the service quality also can help Grab to achieve customers' expectation to create customer satisfaction. It will help to build brand image and increase the company's profitability. According to Abubakar et al. (2016), the brand is an identity that recognises the product, service and company. According to Lin et al. (2013), brand image delivers a message that contains feature or functions that explain the advantage of using a product or service.

Tangible also one of the factors that will affect customer satisfaction. Tangible represent someone appearance, physical facilities like settings, decorations, display, equipment or others (Parasuraman et al., 1988). According to Bellini et al., (2005), he stated that tangible such as safety and convenience for customers and it will represent the company's image and quality. In overall, tangible will influence customer satisfaction.

Customer satisfaction is an important aspect that needs careful attention to every firm. The increased significance of the fact that superior customer contentment can lead to a strong position in the marketplace by declining price elasticity, falling business costs, lessening failure costs along with reducing the all the expenses of finding new customers.

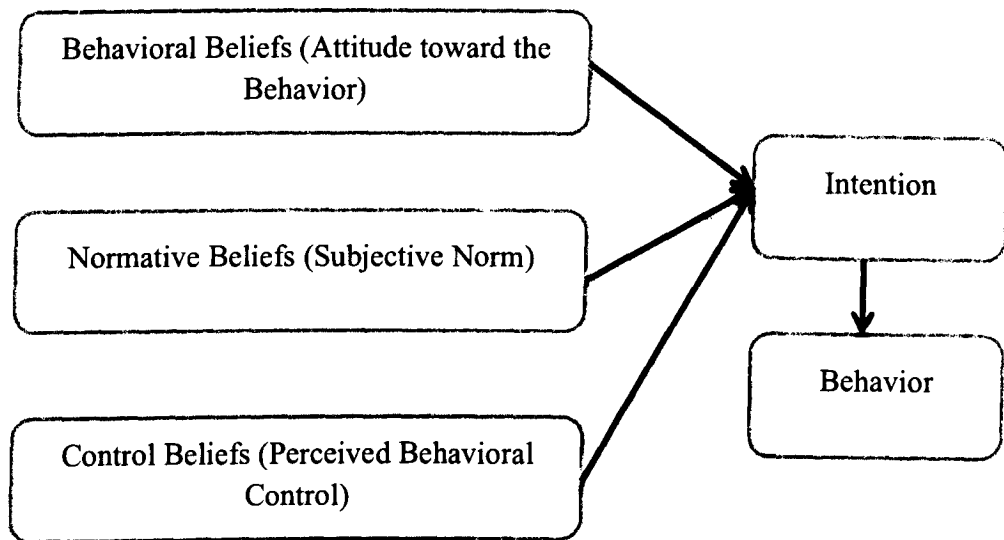
According to Grab Press Centre (2017), Grab needs to keep innovating their business to gain customers and increase the generation Y's intention for Grab. By upgrading the service quality of Grab, it will help to meet customer satisfaction. The satisfaction of customer will help to spread positive feedback about Grab to their friends including generation Y. Generation Y might not have the purchasing power to buy a car. Therefore, Grab is an excellent platform for them to use when they need a hangout. With the positive feedbacks, generation Y will intent to use Grab when they need transport. After they tried the service of Grab, if they feel satisfied, they will continue to use and spread among their social networks. It will help to build Grab brand image. According to Charo et al. (2015), brand image is positively related to purchase intention. According to Jalilvand and Samiei (2012) and Lin et al. (2013), they found that brand image influences purchase intention significantly. The brand image affects the company's profit. According to Yoo and Donthu (2001), the high brand image of a product or service will lead the customers to purchase products or services even at higher prices. According to Kazmi and Mehmood (2016), brand image will lead to a company success when customers are willing to purchase products or services at a higher price. According to Torlak (2014), a good brand image is vital for the company because it relates to company's future benefits such as long-term cash flow, decision making, stock cost, sustainable competitive advantage and achievement in the market. According to Lin, Wu and Chen (2013), brand value is the value and the satisfaction that make the customers get attracted to use a specific brand. It contains emotions or attitude about the brand and quality. Therefore, upgrading the service quality of Grab to meet customer satisfaction is

essential and builds a good brand image because it will affect the intention that generation Y using Grab.

## **2.4 THEORIES**

### **2.4.1 Theory of Planned Behavior**

According to Ajzen (1991), the theory of planned behaviour (TPB) is better than the theory of reasoned action (TRA). The TPB had to add a new variable which is perceived behaviour control (PBC) (Ajzen, 1991). The theory of planned behaviour and the theory of reasoned action were created to provide explanations of informational and motivational influences on behaviour. Both of the models can be categorised as deliberative processing models. Both of them proved that individual would have a careful consideration with the available information then only make the behavioural decision. The theory of planned behaviour is to investigate the intention of an individual perform. The TPB shows the particular behaviour will determinant the individual's decision. The TPB find out that individual action is directed by three beliefs which are behavioural beliefs, normative beliefs and control beliefs (Sulistiyarini S., 2012). According to Sulistiyarini S.(2012), behavioural belief is a belief about the likely outcomes of the behaviour and the evaluations of these outcomes; normative belief is a belief that discussed about the normative expectations of others and motivation to comply with these expectations; control belief is a belief about the presence of factors that may facilitate or impede performance of the behaviour and the perceived power of these factors.



**Figure 1: Theory of Planned Behaviour**

According to the figure, behavioural belief will create a favourable or unfavourable attitude toward the behaviour; subjective norm or perceived social pressure is normative beliefs; perceived behavioural control is control belief. In conclusion, attitude toward the behaviour, subjective norm and perceived behavioural control will lead to the intention and perform the behaviour. According to Ajzen (1971), the more favourable the attitude and subjective norm toward the good or product, the stronger the intention of the person to perform the behaviour. The person is assumed to carry out their intentions with a sufficient degree of actual control over the behaviour when there is an opportunity. The TPB will affect the intention of generation Y using Grab. If generation Y having a favourable attitude toward Grab, they will tend to use Grab whereas if generation Y heard about the bad news of Grab and having an unfavourable attitude toward Grab, they will not use Grab. The difficulties of execution that posed by the behaviours will limit the

volitional control. Therefore, it is crucial to add perceived behavioural control into the intention. Behavioural control will affect the intention of generation Y using Grab.

In conclusion, the Theory of Planned Behaviour is the theory for this report because it can define the relationship between the independent and dependent variable. This chapter discussed four variables that will affect the intention of Generation Y using Grab. The researcher will find out which is the variable that affects the intention of Generation Y using Grab the most. The researcher will discuss the relationship between independent and dependent variables, how to collect data and how to analysis in the next chapter.

## **Chapter 3**

### **Methodology**

#### **3.1 Introduction**

The history, legal issue, competition and market analysis of Grab have discussed in the previous chapter. How to Grab work and Grab of Malaysia also discussed in the chapter before. From the previous chapter, it discussed four variables that will affect the intention of Generation Y using Grab which is the effect of social media marketing, price, reliability and customer satisfaction. The theory is the Theory of Planned Behaviour.

The researcher will determine the relationship between the independent variables and dependents variables. In this chapter, identify which independent variables will affect the dependents variable the most, the study of measurement of independent variables, measurements of dependent variables, the design used in this research whether qualitative or quantitative technique in chapter 3.4, analysis techniques in chapter 3.5 which including descriptive statistic and cross tabulation. The research instrument is discussed in chapter 3.6. The data collection which is primary data will discuss in chapter 3.7. Data analysis for the results of questionnaires which will discuss in chapter 3.8 which including Statistical Package for the Social Science (SPSS) and reliability test. All the study will be conducted by using data collected through a questionnaire.



3.2 Conceptual Framework

Based on the literature review and research problem, the following research framework is developed. This model focuses on the variable affecting the intention of generation Y using Grab car service. The independent variables are the effect of social media marketing, price, reliability and customer satisfaction. The dependent variable is the intention of generation Y to use grab car service.

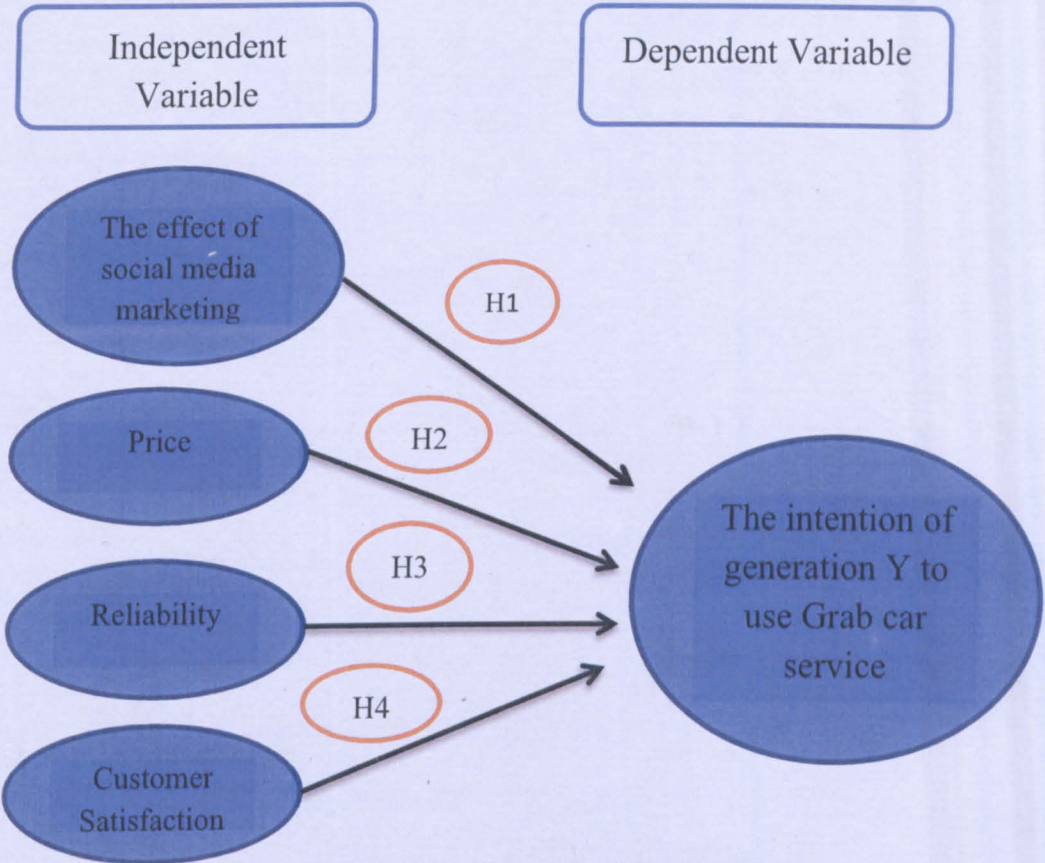


Figure 2: Conceptual Framework

In order to address the issues in chapter 2, this chapter will come out a conceptual framework which adapted from the Theory of Planned Behaviour. Figure 2 shows the conceptual framework which stated the relationship between independent variables (the effect of social media marketing, price, reliability and

customer satisfaction) and the dependent variable (the intention of generation Y using Grab car service).

### **3.3 Hypotheses Development**

The hypothesis is a statement that explains the relationship between an independent and dependent variable (Prasad, Rao & Rehani, 2001). There are two types of hypothesis which is the null hypothesis,  $H_n$  and alternative hypothesis,  $H_a$  (Prasad, Rao & Rehani, 2001). Null hypotheses observe the effects of the independent variables on the dependent variables (Salkind, 2012). From the conceptual framework, came out with several hypotheses that can help to identify the relationship between independent and dependent variables.

Hypothesis 1 (H1): There is a significant relationship between the effect of social media marketing and the intention of generation Y to use Grab car service.

Hypothesis 2 (H2): There is a significant relationship between price and the intention of generation Y to use Grab car service.

Hypothesis 3 (H3): There is a significant relationship between reliability and the intention of generation Y to use Grab car service.

Hypothesis 4 (H4): There is a significant relationship between customer satisfaction and the intention of generation Y to use Grab car service.

### **3.4 Population**

According to Sekaran (2003), an entire group of people, events or things of interest is population. For this study, the target population for this research would be the Year 2 students of Faculty Economic and Business, University Malaysia

Sarawak. The researcher targeted Year 2 students because most of them staying outside campus, they need transportation to UNIMAS. They would prefer to grab because Grab has low fare compared to other services. Year 2 students are actively using Grab, and they have their preference and ideas toward Grab. The researcher targeted them because they are under generation Y. Generation Y grew up in an environment that is full of the digital environment. They are a fast learner and willing to learn new things to make their life more convenient.

### 3.5 Sample size

These research targets are the students from Faculty Economic and Business, University Malaysia Sarawak. The current population for Faculty Economic and Business are 1918. The sample size of Year 2 students is 572. Therefore, the minimum sample size for this research is 320 respondents. As a result, the researcher will create a google form to collect the data from the respondents. The sample in this research is the generation Y which is the students of University Malaysia Sarawak who own Grab applications in their smartphone device to ensure the validity experience that practice the transportation device.

#### 3.5.1 Sampling Method

The sample size is calculated as below:

$$s = \frac{So}{1 + So/N}$$

$$So = \frac{z^2 x(p)x(1 - p)}{E^2}$$

Where,

S : Size of sample

N : Size of population

p : Population proportion or 0.5 estimated

q : (1-p)

E : The margin of error 0.05

Z : Confident level at 95% (standard value 1.96)

Therefore,

$$S_0 = \frac{(1.96)^2 \times (0.3)(1-0.3)}{(0.05)^2}$$

= 320 sample size

Therefore, this research needed 320 of the sample size to have a minimum confidence level at 95%.

### **3.6 Data Collection**

According to Polkinghorne (2005), provide evidence for the experience it is investigating is the purpose of data collection. To get the data, the questionnaires are distributed to the respondents. In this research, we choose primary data method. According to Hox and Boijie (2005), primary data is gathering for the specific research problem at hand and using certain procedures that fit the research problems. The data will be gathered through an online survey. The survey will be distributed

through social media application such as Whatsapp, Facebook and others. The minimum respondents that we need for the reports are 320.

### **3.7 Research Design**

The researcher chose the quantitative research method for our research to carry out the data of the factors affecting the intention of generation Y using Grab car service. According to Saunders et al. (2009), the quantitative research design follows a linear process and is commonly associated with the positivistic research philosophy and the natural sciences. According to Bryman and Bell (2007), the quantitative research design is the most prominent design compare with others because it presented in numbers with an objective perception of reality. The researcher will generate the results in numerical data or statistics. The researcher chose 320 respondents that aged in between 19-22 years old which is including in Generation Y in UNIMAS. Year 2 students in UNIMAS are our respondents to increase the accuracy of the results in the end. Investigation of the relationship between the independent and dependent variable can help to describe the issues and have information about the reason behind. The reason that chosen quantitative research design is its ability that can obtain a high degree of accuracy and precision.

The Google form contains three parts. The first part will ask about the respondents' demographic profile which including gender, state, age, highest education, year of study, occupation and others. The second part will discuss the perception of respondents toward Grab Car service which including the attitude toward the behaviour, subjective norm and perceived behavioural control. The third part will discuss the effect of social media marketing, price, reliability and customer satisfaction. In the second and third part, the 5-point Likert type scale method.

Range	Result
1	Strongly disagree
2	Disagree
3	Neutral
4	Disagree
5	Strongly agree

**Table 1: 5-point Likert Type Scale Method**

### **3.8 Analysis Techniques**

#### **3.8.1 Descriptive Statistic**

The technique that chooses to analysis data is descriptive statistics. According to Pallant (2013), a descriptive statistic used to define the characteristics and act as a supporting tool for the analysis. According to Malhotra et al. (2012), the constructs of the questionnaire which contain independent and dependent variables are described by using the mean value which will present the average answer of the respondents. The questionnaire also will contain the standard deviation to define the magnitude of the spread of individual answers in the form of a deviation from the mean score.

#### **3.8.2 Statistical Package for the Social Science (SPSS)**

We have chosen the Statistical Package for the Social Science (SPSS) to tabulate and analyse the data that the researcher collects through the questionnaire. The results that contain 320 respondents will be analysed and presented in graphs, charts and tables.

According to Landau and Everitt (2004), Statistical Package for the Social Science (SPSS) is a package that useful for students and researches in their field such

as psychology, sociology, psychiatry and others as it does an extensive range of univariate and multivariate procedures. The collected data through this questionnaire will be analysed with this software.

### **3.8.3 Reliability Analysis**

According to Saunders et al. (2009), reliability defined to what extent the collected data yields consistent feelings. A reliable study will show the same results although replicated on another occasion. The most important factor is transparency. It is important because it showed how the data collected and analysed transparently. According to Malhotra et al. (2012), a reliable study can be tested through a few ways such as alternative forms, internal consistency methods and test-retest. The study from reliability test is free from random error (Malhota et al., 2012).

According to Zikmund, Babin, Carr & Griffin (2013), reliability analysis is used to measure the collected data. This concept is testing the result's internal consistency and stability. Reliability analysis can help the researcher to determine whether the respondents' answer is reliable. If the reliability scale coefficient alpha is between 0.8 to 0.95, it is considered excellent. If the reliability scale coefficient alpha is between 0.7 to 0.8, it is considered good. If the reliability scale coefficient alpha is below 0.6, it is considered poor reliability. In conclusion, the larger the value in coefficient alpha, the more reliable and desirable item for each variable.

### **3.8.4 Factor Analysis**

According to Zikmund (2000), factor analysis is a way that is used to reduce a large number of variables into a smaller number of constructs. Factor analysis excerpts the maximum common variance from all variables and puts them into a common score.

### **3.8.5 Regression Analysis**

Regression analysis is used to estimate the relationships between independent and dependent variables. It contains many methods for modelling and analysing a few variables. Regression analysis helps to understand how the independent variables affect the value of the dependent variable.

In conclusion, this chapter discussed the process of doing research and data. This chapter discusses how to do research, what is the instrument for the research, research technique and the research analysis. For the data, this chapter discussed how the data is collected, how to analyse data, use what technique to analyse and interpret the data.



## CHAPTER 4

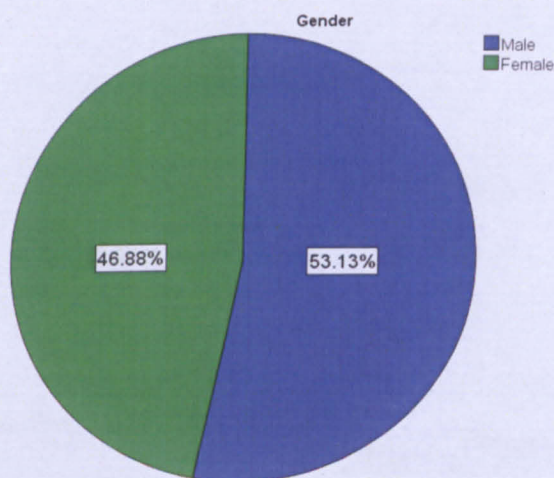
### FINDINGS

#### 4.1 Introduction

This chapter discussed the findings from the collected data. It included demographic profile, perception of generation Y towards Grab car service and the variables. Some tables and figures had been included in this chapter to present the results.

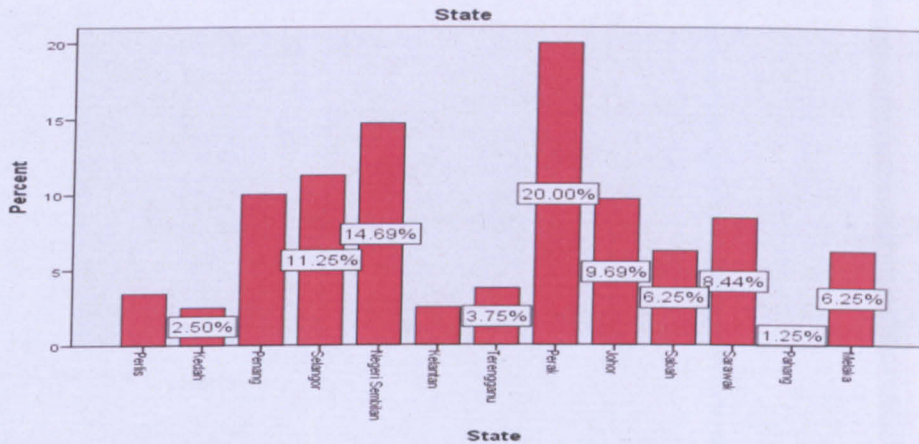
#### 4.2 Demographic Respondents

There is a total of 320 respondents in this study. The researcher collected data through a google form. The results were used in the analysis of this study. For a demographic profile of respondents were presented with different groups of characteristics such as gender, state, highest education, age, occupation, where they stay, main transportation to university, average distance and time to university, perception of generation Y toward Grab and public bus in Kota Samarahan.



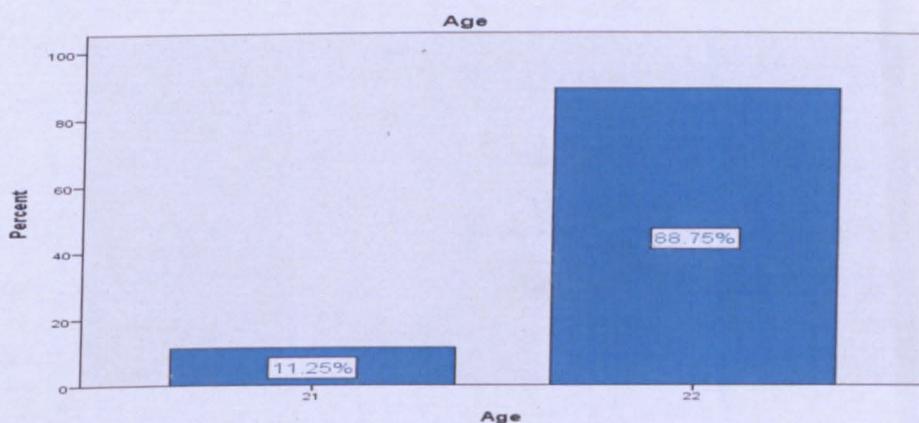
**Figure 3: Gender of Respondents**

As shown in figure 3 above, the majority of respondents are male. 46.88% or 150 respondents are female participated in this survey, and male respondents involved were 170 out of 320 respondents who are 53.13%.



**Figure 4: State of Respondents**

According to figure 4, most respondents are from Perak which has 20% or 64. The second is from Negeri Sembilan which has 14.69% or 47 respondents. The third state is 11.25% or 36 respondents from Selangor. Respondents from Perlis are 3.4% which is 11. Respondents from Kedah are 2.5% or 8 people. The respondents from Penang have 10% which is 32. The respondents from Kelantan have 2.5% which has eight people. The respondents from Terengganu is 3.8% (12) and from Johor is 9.7% (31), from Sabah is 6.3% (20), from Sarawak is 8.4% (27), from Pahang is 1.3% (4) and Melaka has 6.3% (20).



**Figure 5: Age of Respondents**



The target respondents are Year 2 students from Faculty Economic and Business. Therefore, majority of the respondents are 22 years old which is 88.75% or 284 respondents out of 320 respondents. 11.25% or 36 respondents are 21 years old.

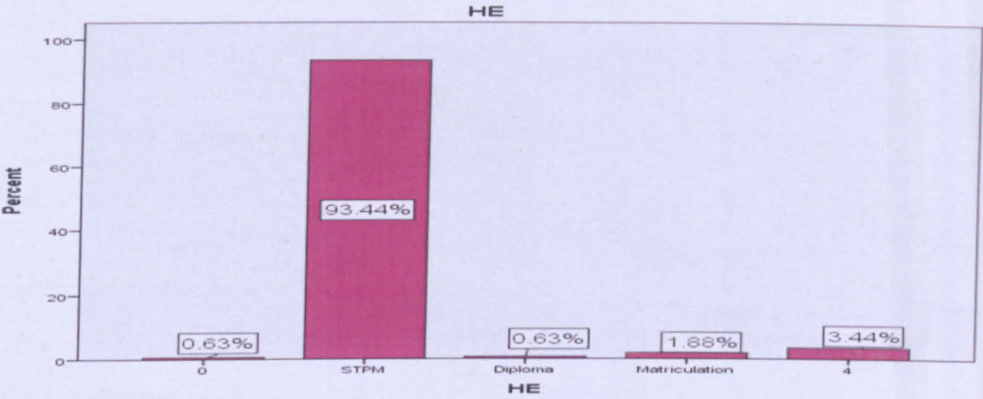


Figure 6: Highest Education of the respondents

From the table showed, most of the respondents' highest education is STPM level which has 93.44% (299) because they are currently studying for their degree. 0.63% (2) is a diploma, 1.88% (6) is matriculation, and 3.44% (11) is others which including master or PhD.

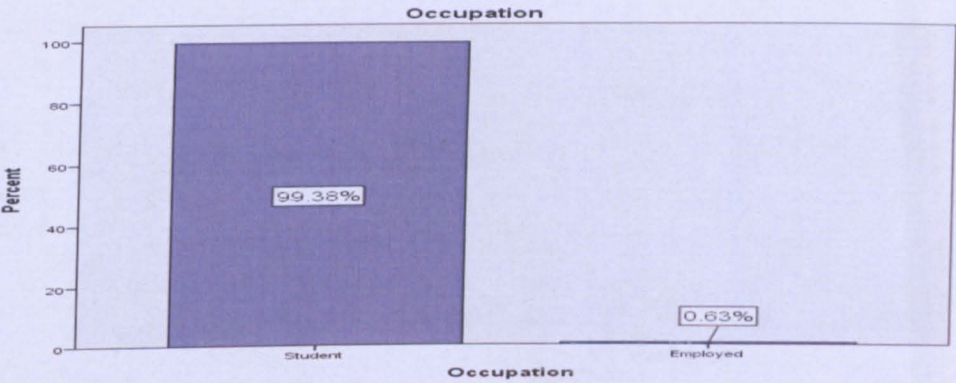
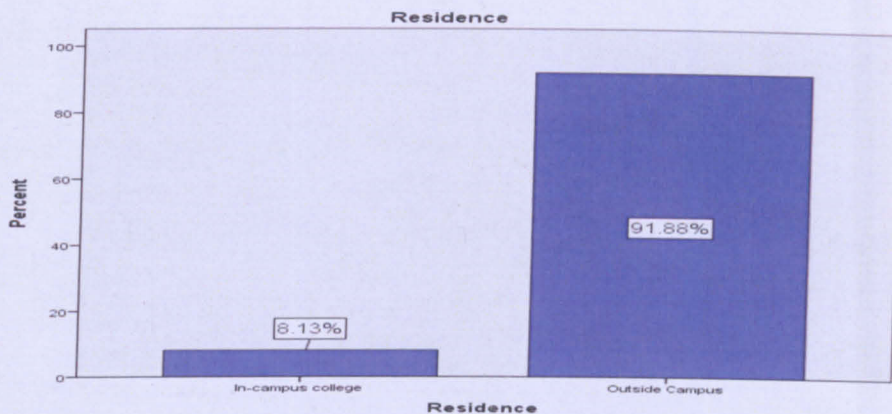


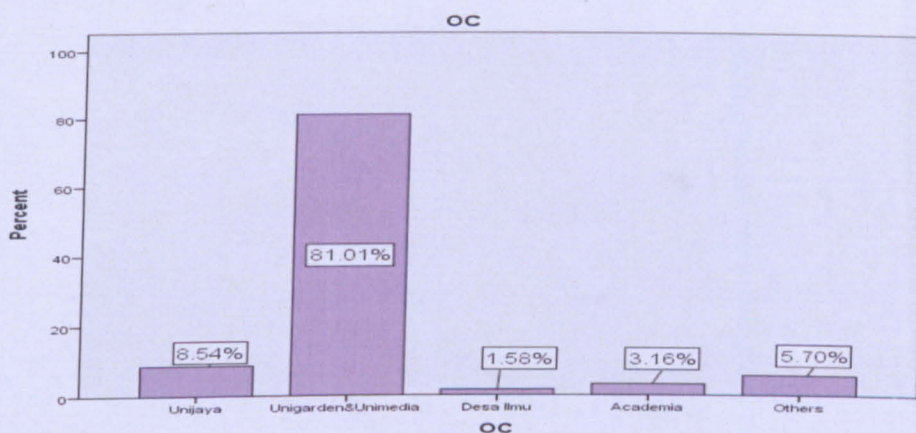
Figure 7: Occupation of the respondents

According to table 7, most of the respondents are students who occupied 99.38% which is 318 out of 320 respondents. The remaining 0.63% which is two respondents are employed.



**Figure 8: Residence of respondents**

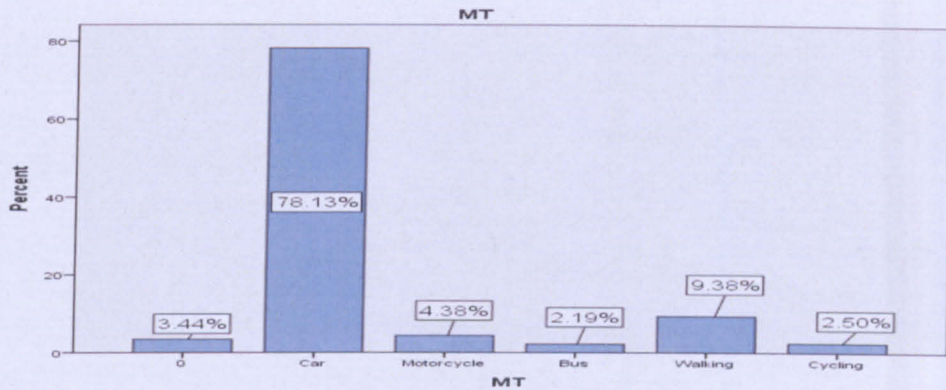
According to figure 8, most of the respondents are staying outside campus which is 91.88% or 294 respondents. The remaining 8.13% which is 26 respondents are staying at at-campus College.



**Figure 9: Where does the respondent stay if stay outside the campus**

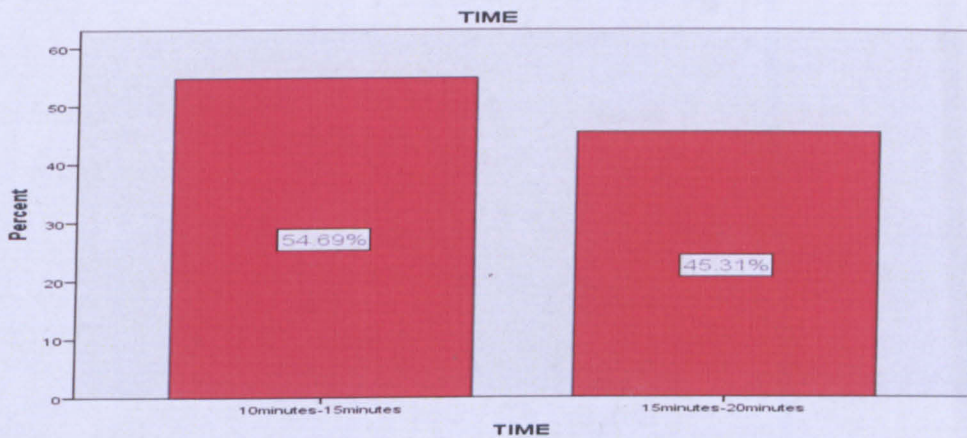
For those who are staying outside campus, most of them choose to stay in Unigarden & Unimedia which has 81.01% (259 respondents). The rest stay in Unijaya (8.54% or 27 respondents), Academia (3.16% or 10 respondents), others which are Kuching area is 5.70% or 18 respondents. Desa Ilmu has the least respondents to stay which is only 1.58% or 5 respondents because the distance from Desa Ilmu to UNIMAS is farther compare to others.





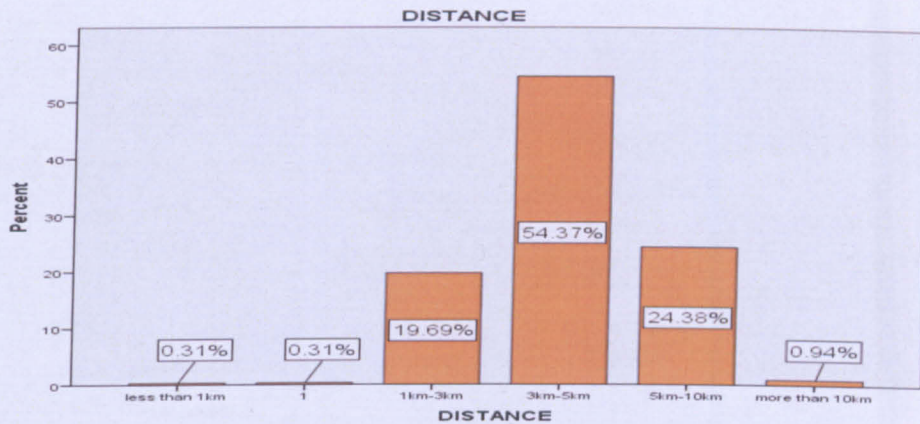
**Figure 10: Main transportation to university**

Due to most of the respondents staying outside, many of the respondents' main transportation to UNIMAS are by car which has 78.13% or 250 out of 320 respondents. 4.38% or 14 respondents ride a motorcycle to university, 2.19% or 7 respondents choose by bus, 9.38% or 30 respondents walk to university due to a short distance and 2.50% or 8 respondents choose to cycle to university. 3.44% or 11 respondents go university by car-pooling.



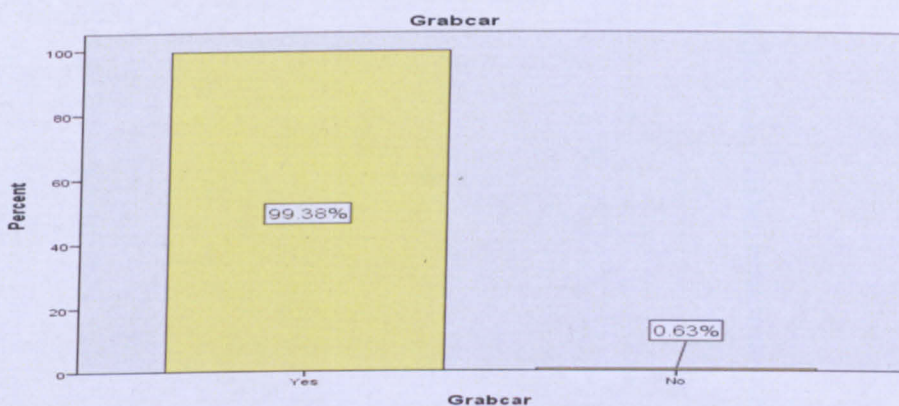
**Figure 11: Average time to the university**

Due to most of the respondents staying outside campus, most of the students' average time to reach university is 10-15minutes (54.69% or 175 respondents) and 15-20 minutes (45.31% or 145 respondents).



**Figure 12: Average distance to the university**

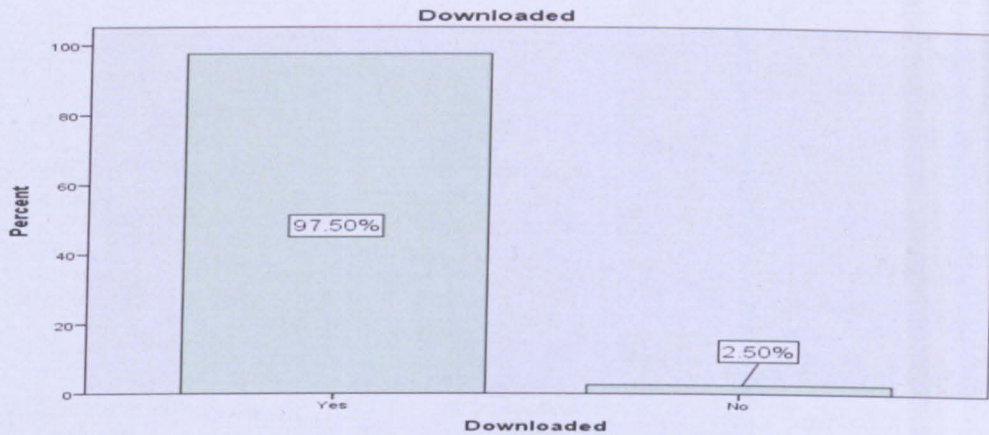
Due to most of the respondents staying outside campus, most of the respondents' average distance to reach university is 3km-5km which is 54.37% or 174 respondents. 24.38% or 78 respondents' average distance is 5km-10km. 19.69% or 63 respondents' average distance is 1km-3km. For those who need more than 10km which is 0.94% or 3 respondents might stay in Kuching area. For those whose average distance is less than 1km which is 0.31% or 1 respondent is staying inside the campus and near his or her faculty.



**Figure 13: Does the respondent know about Grab**

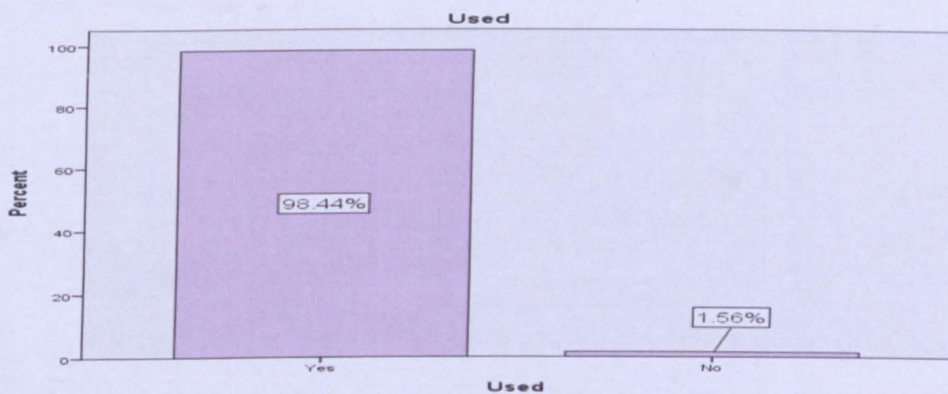
Most of the respondents who are 99.38% or 318 out of 320 respondents know about Grab car. Only 2 out of 320 respondents who are 0.63% did not know about Grab car. From this survey, it can prove the popularity of Grab.





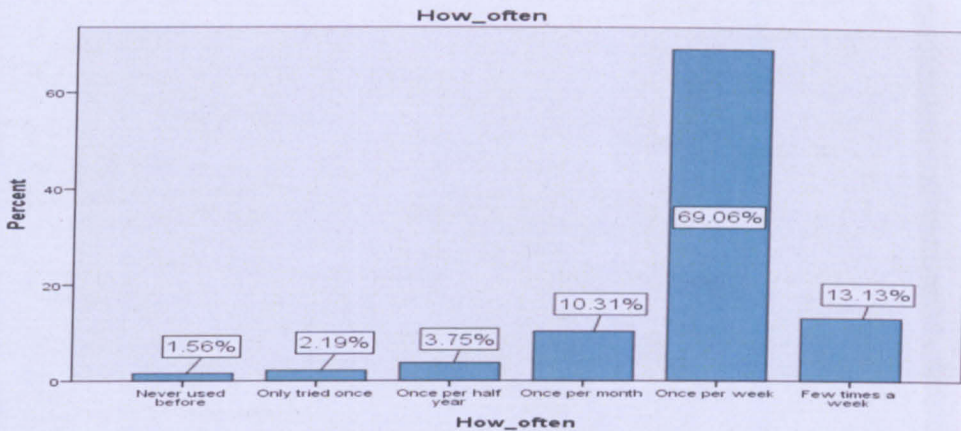
**Figure 14: Do respondents downloaded Grab car application?**

97.50% or 312 out of 320 respondents had downloaded the Grab car application on their mobile device. Only remaining 2.50% or 8 respondents did not download Grab car application.



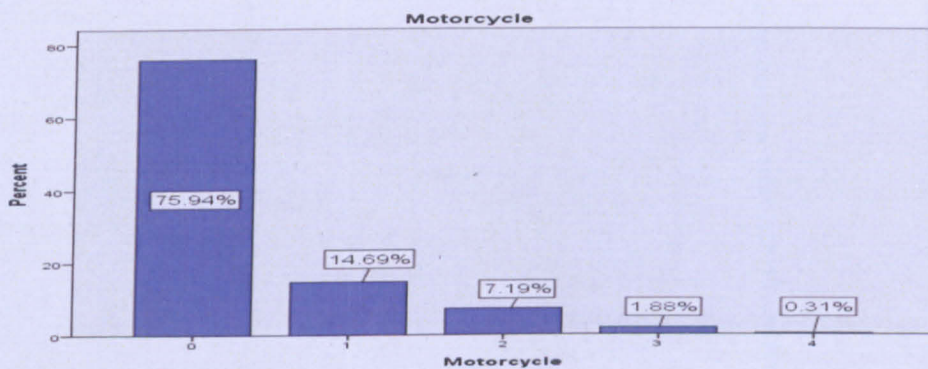
**Figure 15: Do the respondent used Grab car service?**

Many respondents know about the Grab car and downloaded the Grab car application on their mobile device. Most of the respondents who are 98.44% or 315 out of 320 respondents used Grab car before. Only 1.56% or 5 respondents did not use Grab car before.



**Figure 16: How often respondents use Grab car service**

According to figure 16, most of the respondents will use Grab once per week 69.06% or 221 out of 320 respondents. The second is 13.13%, or 42 respondents will use Grab car a few times a week. The third highest is 10.31%, or 33 respondents will use Grab once per month. For those who did not know about Grab and did not download the application, 1.56% or 5 respondents never used Grab before. 2.19% or 7 respondents only tried once, and 3.75% or 12 respondents use Grab once per half year.

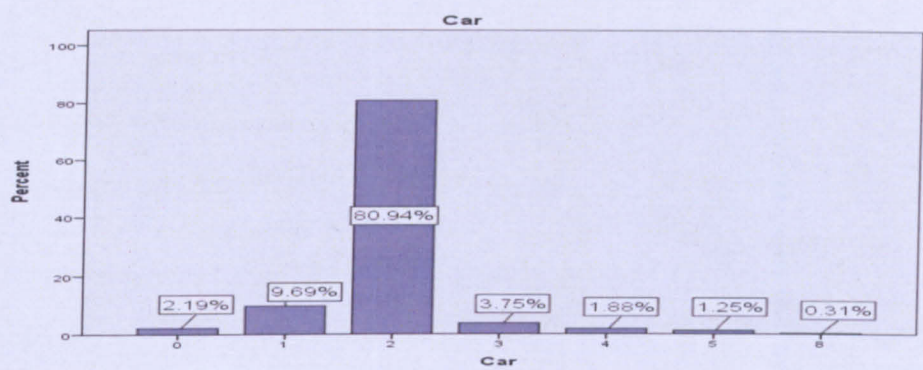


**Figure 17: Number of motorcycles owned in household**

According to figure 17, most of the respondents did not have a motorcycle in their household which is 75.94% or 243 respondents. The second highest is they

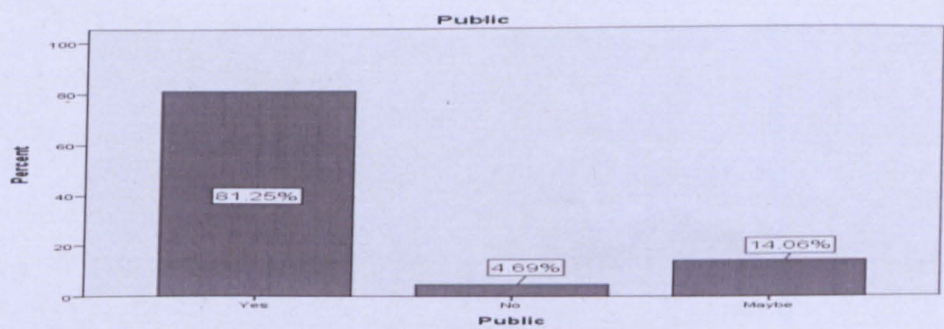


have one motorcycle in their household which is 14.69% or 47 respondents. The third highest is 7.19%, or 23 respondents have two motorcycles. 1.88% or 6 respondents have three motorcycles, and 0.31% or 1 respondent has four motorcycles.



**Figure 18: Number of the car owned in household**

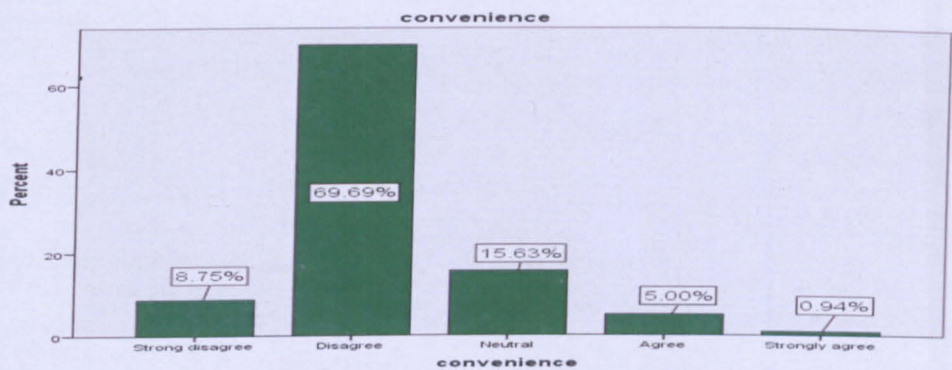
According to figure 18, most of the respondents have two cars in their household which is 80.94% or 259 out of 320 respondents. The second highest is 9.69%, or 31 respondents have one car. The third highest is 3.75%, or 12 respondents have three cars in their household. 2.19% or 7 respondents have no car, 1.88% or 6 respondents have four cars, 1.25% or 4 respondents have five cars, and 0.31% or 1 respondent has eight cars in their household.



**Figure 19: Do the respondents willing to ride public transportation?**

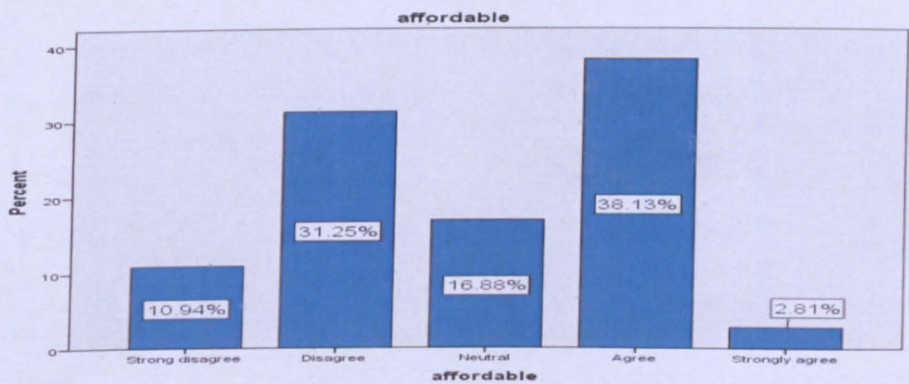
According to figure 19, most of the respondents will ride public transportation which is 81.25% or 260 respondents. 4.69% or 15 respondents choose

‘no’ to public transport, and 14.06% or 45 respondents maybe will ride public transportation.



**Figure 20: Does public bus in Kota Samarahan is convenience?**

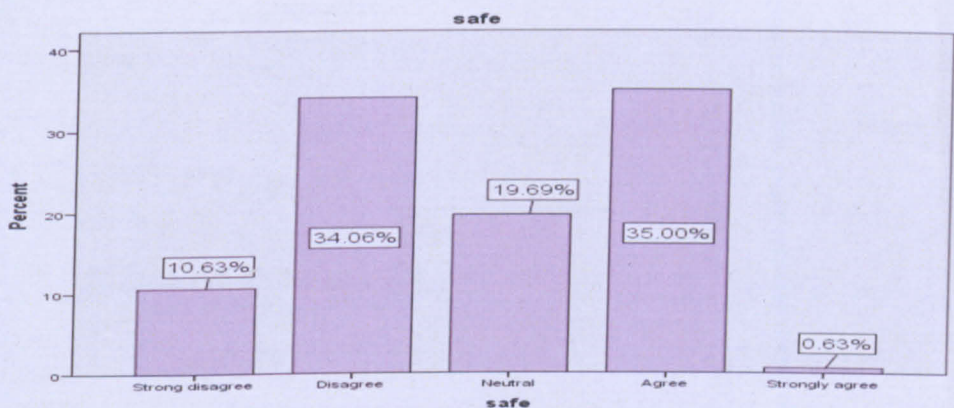
According to figure 20, most of the respondents disagree about the public bus in Kota Samarahan is convenience which is 69.69% or 223 respondents because most of them staying outside campus. The second is the respondents stay on a neutral side about the convenience of a public bus in Kota Samarahan which is 15.63% or 50 respondents. The third highest is agree that public bus in Kota Samarahan is convenience which is 5% or 16 respondents. The remaining strongly disagree that public bus in Kota Samarahan is convenience which is 8.75% or 28 respondents and 0.94% or 3 respondents strongly agree that public bus in Kota Samarahan is convenience.



**Figure 21: Does public bus in Kota Samarahan is affordable?**

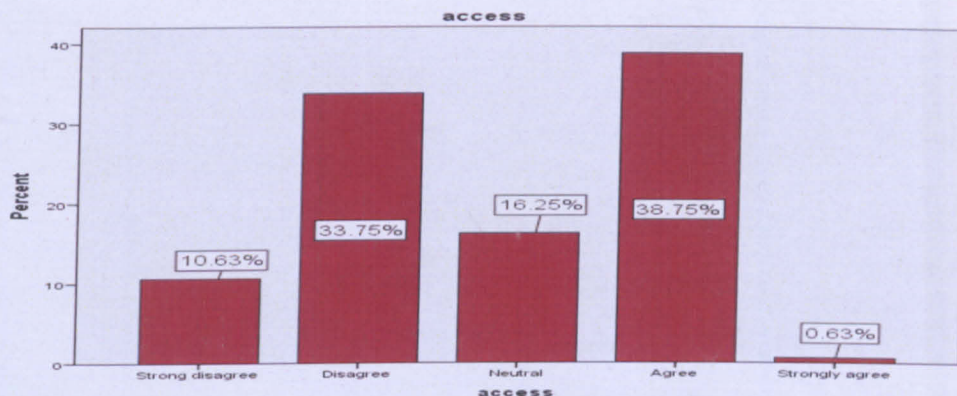


According to figure 21, most of the respondents agree that public bus in Kota Samarahan is affordable which 38.13% or 122 respondents because it just cost RM2-RM5. The second highest is 31.25%, or 100 respondents disagree that public bus in Kota Samarahan is affordable. The third highest 16.88% or 54 respondents stay neutral. The remaining strongly disagree which is 10.94% or 35 respondents that public bus in Kota Samarahan is affordable and 2.81% or 9 respondents strongly agree.



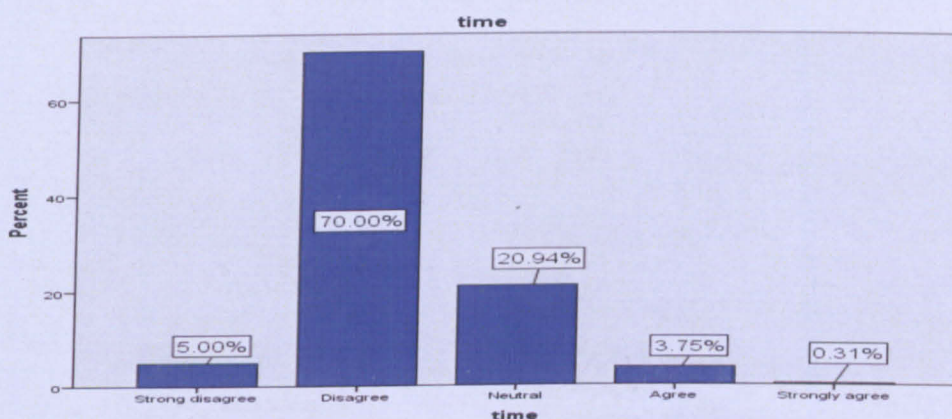
**Figure 22: Does public bus in Kota Samarahan bus is safe?**

According to figure 22, most of the respondents agree which is 35%, or 112 respondents agree that public bus in Kota Samarahan is safe. The second highest is the respondents 34.06%, or 109 respondents disagree public bus in Kota Samarahan is safe. The third highest is the respondents 19.69%, or 63 respondents stay neutral that public bus in Kota Samarahan is safe. The remaining respondents strongly disagree that public bus in Kota Samarahan is safe which is 10.63% or 34 respondents and 0.63% or 2 respondents strongly disagree that public bus in Kota Samarahan is safe.



**Figure 23: Does public bus in Kota Samarahan is easy to access?**

According to figure 23, most of the respondents agree that public bus in Kota Samarahan is easy to access which is 38.75% or 124 respondents. The second highest is the respondents which are 33.75%, or 108 respondents disagree that public bus in Kota Samarahan is easy to access. The third highest is the respondents who are 16.25%, or 52 respondents stay neutral. The remaining respondents that strongly disagree are 10.63% or 34 respondents and 0.63%, or 2 respondents strongly disagree that public bus in Kota Samarahan is easy to access.



**Figure 24: Does public bus in Kota Samarahan is punctual?**

According to figure 24, most of the respondents which are 70% or 224 respondents disagree that public bus in Kota Samarahan is punctual. The second highest is 20.94%, or 67 respondents stay neutral, and the third highest is 6% or 19



respondents strongly disagree that public bus in Kota Samarahan is punctual. 3.75% or 12 respondents agree, and 0.31% or 1 respondent strongly agree that public bus in Kota Samarahan is punctual.

Demographic variables	Categories	Respondents (N=320) Frequency	Percentage (%)
Gender	Male	170	53.1
	Female	150	46.9
State	Perlis	11	3.4
	Kedah	8	2.5
	Penang	32	10.0
	Selangor	36	11.3
	Negeri Sembilan	47	14.7
	Kelantan	8	2.5
	Terengganu	12	3.8
	Perak	64	20.0
	Johor	31	9.7
	Sabah	20	6.3
	Sarawak	27	8.4
	Pahang	4	1.3
	Melaka	20	6.3
Age	21	36	11.3
	22	284	88.8

Highest education	STPM	299	93.4
	Diploma	2	0.6
	Matriculation	6	1.9
	Other	13	4.0
Occupation	Student	318	99.4
	Employed	2	0.6
Residence	In-campus college	26	8.1
	Outside campus	294	91.9
Outside campus	Unijaya	27	8.5
	Unigarden&Unimedia	256	81.0
	Desa Ilmu	5	1.6
	Academia	10	3.2
	Others	18	5.7
Main transportation	Car pooling	11	3.4
	Car	250	78.1
	Motorcycle	14	4.4
	Bus	7	2.2
	Walking	30	9.4
	Cycling	8	2.5
Average time to the university	10minutes-15minutes	175	54.7
	15minutes-20minutes	145	45.3
Average distance to the university	Less than 1km	1	0.3
	1km	1	0.3

	1km-3km	63	19.7
	3km-5km	174	54.4
	5km-10km	78	24.4
	More than 10km	3	0.9
Did respondents know about Grab car service?	Yes	318	99.4
	No	2	0.6
Did respondents download Grab car application?	Yes	312	97.5
	No	8	2.5
Did respondents use Grab car service before?	Yes	315	98.4
	No	5	1.6
How often did respondents used Grab car service?	Never used before	5	1.6
	Only tried once	7	2.2
	Once per half year	12	3.8
	Once per month	33	10.3
	Once per week	221	69.1
	Few times a week	42	13.1
Number of motorcycles owned in household	0	243	75.9
	1	47	14.7
	2	23	7.2
	3	6	1.9

	4	1	0.3
Number of the car owned in household	0	7	2.2
	1	31	9.7
	2	259	80.9
	3	12	3.8
	4	6	1.9
	5	4	1.3
	8	1	0.3
Would respondents prefer public transportation?	Yes	260	81.3
	No	15	4.7
	Maybe	15	14.1
Perception of a current public bus in Kota Samarahan i) Convenient	Strongly disagree	28	8.8
	Disagree	223	69.7
	Neutral	50	15.6
	Agree	16	5.0
	Strongly agree	3	0.9
ii) Affordable	Strongly disagree	35	10.9
	Disagree	100	31.3
	Neutral	54	16.9
	Agree	122	38.1
	Strongly agree	9	2.8
iii) Safe	Strongly disagree	34	10.6
	Disagree	109	34.1



	Neutral	63	19.7
	Agree	112	35.0
	Strongly agree	2	0.6
iv) Accessible	Strongly disagree	34	10.6
	Disagree	108	33.8
	Neutral	52	16.3
	Agree	124	38.8
	Strongly agree	2	0.6
v) Time Punctual	Strongly disagree	16	5.0
	Disagree	224	70.0
	Neutral	67	20.9
	Agree	12	3.8
	Strongly agree	1	0.3

**Table 2: The demographic of respondents**

### **4.3 Reliability Analysis**

Reliability test is widespread, and it is used to measure the internal consistency. According to Bearden, Netemeyer & Hawes (2011), a reliability test is recommended if the Cronbach's coefficient alphas are above 0.6 or 0.7. If the coefficient alpha is higher, the variable is more reliable and desirable. In this study, the researcher proposed to apply 0.7 as a standard.

The reliability of a measure represents the extent to which it is error free and ensures the consistency of measurement across time and the various items in the measurement (Sekaran, 2003). According to Sekaran (2003), the reliability of a measure is the stability and consistency with which the instrument measures a

concept and helps to assess the goodness of a measure. The values of Cronbach's coefficient alpha for every construct are presented on the table below. It showed a good result of reliability — Cronbach's coefficient alpha range from lowest 0.765 to highest 0.857.

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.7 \leq \alpha < 0.9$	Good
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Table 3: Scale of Cronbach's Alpha Values

Constructs	Measurement items	Cronbach's Coefficient Alpha	Number of items
Attitude toward the Behavior	Attitude	0.825	5 (5)
	Attitude 2		
	Attitude 3		
	Attitude 4		
	Attitude 5		
Subjective Norm	Norm 1	0.678	5 (5)
	Norm 2		
	Norm 3		
	Norm 4		
	Norm 5		

Perceived Behavioral Control	Control 1	0.779	5 (5)
	Control 2		
	Control 3		
	Control 4		
	Control 5		
The effect of social media marketing	Effect 1	0.868	4 (4)
	Effect 2		
	Effect 3		
	Effect 4		
Price	Price 1	0.775	4 (4)
	Price 2		
	Price 3		
	Price 4		
Reliability	Reliability 1	0.835	5 (5)
	Reliability 2		
	Reliability 3		
	Reliability 4		
	Reliability 5		
Customer Satisfaction	Customer 1	0.795	4 (4)
	Customer 2		
	Customer 3		
	Customer 4		

**Table 4: Cronbach's Alpha Values of the Perceived Variables**

According to the table 4.3.1, the Cronbach's Alpha Value for the attitude toward a behaviour is 0.82; the subjective norm is 0.678, perceived behavioural control is 0.779, the effect of social media marketing is 0.868, price is 0.775, reliability is 0.835 and customer satisfaction is 0.795. All the theories and perceived variables' Cronbach's Alpha Value is between the range of 0.7 to 0.9. According to table 4.3, it proves that all the data is reliable because the range is within 0.7 to 0.9.

#### **4.4 Factor Analysis**

According to Zikmund (2000), factor analysis is used to reduce a large number of variables into a smaller number of constructs. The factor analyses will analysis two different types which are the perception of generation Y towards Grab car service and the four variables.

##### **4.4.1 Perception towards Grab car service**

The perceptions of generation Y towards Grab car service including attitude toward behaviour, subjective norm and perceived behaviour control. They were merged by using varimax rotation method as shown in the table. The table is explaining the factor analysis output based on the perception of generation Y towards Grab car service from all the respondents.

The total variance is 66.604%. The Kaiser-Meyer-Olkin (KMO) statistics is 0.90 which is higher than 0.6 which is the sample is adequate. The Bartlett's Test of Sphericity Chi-square ratio value is 4605.014. The degree of freedom is 105. It is significant. Therefore, it is suitable for factoring by using the correlation matrix.

Attitude toward behaviour has a variance of 50.927%. Attitude toward a behaviour is the dominant factor in explaining the perception of generation Y

towards Grab car service. Most of the respondents agreed that Grab is a useful idea, can save time by using Grab, Grab serves a useful purpose and Grab is comfortable.

Subjective norm has a variance of 8.223%. Subjective norm is the second dominant factor in explaining the perception of generation Y towards Grab car service. Respondents think that it is essential for them to what their close friends and public opinion think about Grab.

Perceived behavioural control has a variance of 7.455%. Respondents think that they have the knowledge to use Grab services, the ability to use and feel in control when using the Grab services. Respondents have the resources which are their mobile device to use the Grab car services, and they trust Grab’s screening of the drivers.

Total Variance Explained		66.604%
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.90
Barlett’s Test of Sphericity	Approx.	4605.014
	Chi-Square	
	Df	105
	Sig.	0.000

**Table 5: Factor Analysis Output for Perception of Generation Y to use Grab car service**

**Rotated Component Matrix<sup>a</sup>**

	Component		
	1	2	3
I am positive towards the introduction of Grab.	.305	.264	.576
I think Grab is a good idea.	.760	.295	.145
I think I can save time by using Grab.	.593	.690	.251
I think that Grab serves a good purpose.	.615	.493	.050
I think using Grab is comfortable.	.661	.247	-.112
My close friends use Grab.	.656	.522	.036
Grab Car Service enhance my work performance.	.162	.033	.791
It is important for me what my close friends think about Grab.	.002	.808	-.111
The public opinion about Grab in general is positive.	.763	.199	.163
My close friends think I should use Grab.	.800	.065	.071
I consider the legal status of the Grab services as important.	.580	.703	.244
I have the knowledge to use the Grab services.	.580	.710	.247
I have the ability to use the Grab services.	.839	.073	.013

I feel in control when using the Grab services.	.730	.355	.167
I trust the Grab's screening of the drivers.	-.129	-.048	.508

#### 4.4.2 Perceived Variables

Table 5 explained the factor analysis output based on the variables which including the effect of social media marketing, price, reliability and customer satisfaction that affect the intention of generation Y to use Grab car service. These four components were merged by using varimax rotation method.

The total variance explained in Table 5 is 68.830%. The KMO statistics is 0.845 which is higher than 0.6. The KMO statistics are adequate. The Bartlett's Test of Sphericity is high, and Chi-Square is statistically significant. Therefore, it is suitable for factoring by using the correlation matrix.

According to the Rotated Component Matrix in Table 5, the effect of the social media marketing is the dominant factor in explaining the intention of generation Y to use Grab car service because it has a variance of 30.707%. Most of the respondents agreed that the effect of social media marketing affects them to use Grab car service. Generation Y often gets the latest information about Grab from social media. The information from social media helps Grab enhances public awareness towards Grab car. The respondents agreed that the Grab application

platform has a user-friendly interface and share information effectively. The media attention Grab receives their willingness to use this service.

Price is the second factor that influences the intention of generation Y to use Grab car service. It has a variance of 17.284%. Generation Y prefers public transportation that can help them to save money. Generation Y felt that using Grab car service can help them to save money. As they did not receive surge charges from Grab, they are willing to use Grab car service when they need it. Grab always offer promotion code to their users. According to the survey, promotion codes from Grab had heavily influenced respondents to take Grab car service. The respondents also enjoyed using the other functions provided in the Grab application such as Grab Pay and Top-up. The respondents also can use their points to redeem some vouchers.

Reliability also one of the factors that affect the intention of generation Y to use Grab car service. It has a variance of 11.834%. When the respondents need transport to university, they will use Grab because the respondents think that they can reach the destination on by using Grab car service compare to other public transportation. Besides that, respondents agreed that requesting Grab car via application is more accessible than a hailing taxi. When they are in a rush, they will prefer Grab Car also because the respondents agreed that Grab application enables them to request a car in a faster way. Compare to another car service; the respondents think that the Grab application makes communication between drivers and passengers are more effective. From the result, respondents feel comfortable and reliable with the use of Grab car service in UNIMAS.



Lastly, customer satisfaction is a minor factor in explaining the intention of generation Y to use Grab car service. It has a variance of 9.005%. Customer satisfaction is the component that is most respondents least satisfied with it.

Total Variance Explained		68.830%
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.845
Barlett's Test of Sphericity	Approx.	3241.886
	Chi-Square	
	Df	136
	Sig.	0.000

**Table 6: Factor Analysis Output between Perceived Variables and Perception of Generation Y to use Grab car service**

**Rotated Component Matrix<sup>a</sup>**

	Component			
	1	2	3	4
I often get latest information of Grab from social media.	.142	.945	.080	.190
I find the Grab application platform has an user-friendly interface.	.027	.841	.081	.142
Grab application has made information sharing more effective.	.129	.748	.064	.238

The media attention Grab receives affects my willingness to use the service.	.216	.778	.081	.090
I feel that using Grab Car Service can help to save money.	.086	.355	-.013	.770
I did not receive surge charges from Grab.	.062	.152	.029	.923
Promotion Codes heavily influences me to take Grab Car Service.	.073	.145	-.002	.892
I enjoy use the other functions in the Grab application such as GrabPay and Top up.	.631	.135	.163	.232
I reach destination on time by using Grab Car Service.	.152	.003	.825	.100
Requesting Grab Car via application is easier than hailing taxi.	.397	.108	.416	.010
Grab application enables me to request a car in faster way.	.076	.058	.792	-.082

Grab application makes communication with drivers/passengers more effective.	.134	.105	.836	-.040
I feel comfortable and reliable with the use Grab Car Service in UNIMAS.	.142	.086	.851	.063
I easy to get access of requesting Grab Car Service in UNIMAS.	.424	-.023	.176	.022
Grab application ensure better engagement between drivers and passengers.	.870	.150	.104	.016
Grab application makes my transportation options more flexible.	.884	.131	.074	.039
I feel secure connecting my credit card to the Grab services.	.873	.159	.044	.008

#### 4.5 Multiple Regressions

Multiple regressions were used to test the independent variables (the effect of social media marketing, price, reliability and customer satisfaction) and dependent variable (the intention of generation Y to use grab car service). The value of the calculated  $R^2$  is used to measure the strength of the relationship between the dependent variable and the independent variables. The value of  $R^2$  will fall between

the range within 0 to 1. The closer the result of  $R^2$  to 1, the stronger the relationship between the independent and dependent variable. Multiple regressions using all the independent variables at once instead of separately to test the relationship strength with the dependent variable.

$R^2$	Strength of Association
$0 < 0.25$	Weak or no relationship
$0.26 < 0.49$	Weak relationship
$0.50 < 0.69$	Moderate relationship
$0.70 < 0.89$	Strong relationship
$0.90 < 1.0$	Very strong relationship

**Table 7: Relationship of Multiple Regressions**

Hypothesis	Coefficient ( $B$ )	p-value	Supported
H1: The effect of social media marketing has significantly affected the intention of generation Y to use Grab car service.	0.153	0.003	Yes
H2: The price has significantly affected the intention of generation Y to use Grab car service.	0.130	0.012	Yes
H3: The reliability has significantly affected the intention of generation Y to use Grab car service.	0.084	0.075	No
H4: The customer satisfaction has significantly affected the intention of generation Y to use Grab car service.	0.474	0.000	Yes

Table 8: Summary of results for Multiple Regressions Analysis

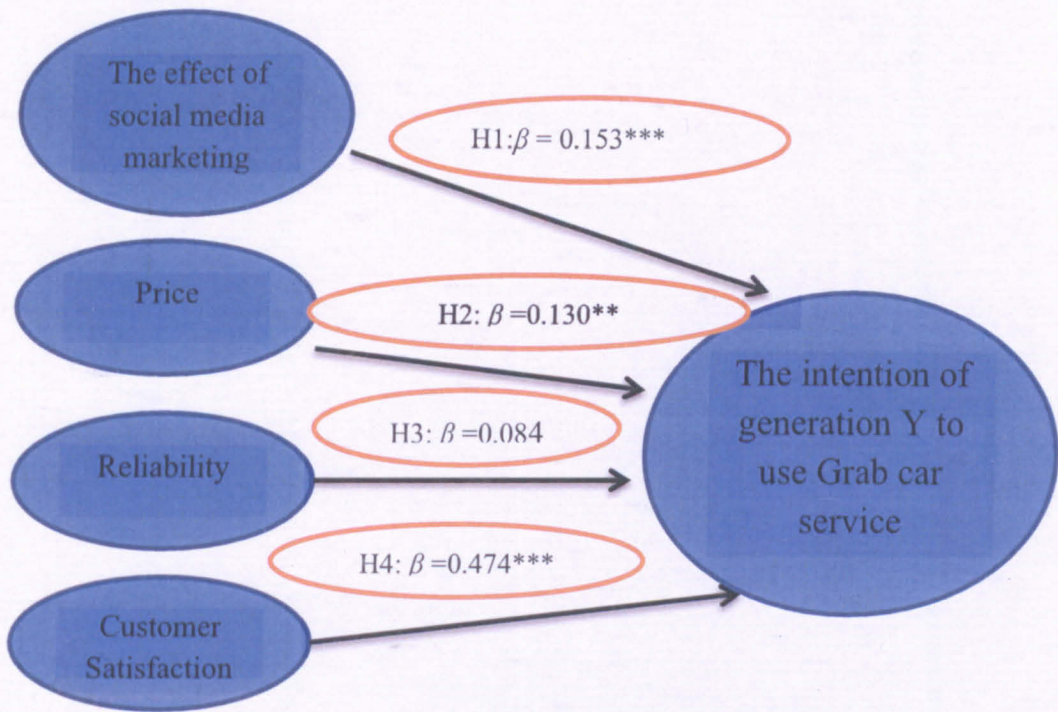


Figure 25: The  $\beta$  value of Perceived Variables

Based on figure 25, it proved that the relationship between the dependent and independent variables are weak because the multiple linear regressions because the  $R^2$  is low which is 0.397. 0.397 means 39.70% of the independents variable (the effect of social media marketing, price, reliability and customer satisfaction) can be explained by the dependent variables (the intention of generation Y to use Grab car service). It proved that the independent variables do not have strong effect to the intention of generation Y to use the Grab car service.

Based on the Beta of each of the independent variables from the results, the strongest relationship is between the customer satisfactions to the intention of generation Y to use the Grab car service. Its Beta is 0.474. The second highest is the effect of the social media marketing which scored 0.153. The Beta of price is 0.130.

The reliability has scored the lowest Beta value which is 0.084. It means reliability has the lowest relationship among the factor that will affect the intention of generation Y to use the Grab car service. It also proved that reliability has the least affect the intention of generation Y to use the Grab car service.

According to table 8, the beta of the effect of social media marketing was 0.153, and significant at 0.003 ( $p=0.05$ ). Therefore the alternative hypothesis is accepted and reject the null hypothesis. The effect of social media marketing is significantly influencing the intention of generation Y to use Grab car service. The Beta coefficient for the effect of social media marketing is 0.153; it showed the effect of social media marketing is having a positive relationship with the intention of generation Y to use Grab car service.

The price has the Beta coefficient which is 0.130 and significant at 0.012 ( $p=0.050$ ). Therefore the alternative hypothesis is accepted and reject the null hypothesis. Price significantly influences the intention of generation Y to use Grab car service. The Beta coefficient for the price is 0.130, and it showed the price is having a positive relationship with the intention of generation Y to use Grab car service.

The reliability has the Beta coefficient which is 0.084 and significant at 0.075 ( $p=0.050$ ). This is because the significant value is less than 0.05. Therefore the alternative hypothesis is rejected and accept the null hypothesis.

Customer satisfaction has the Beta coefficient which is 0.474 and significant at 0.000 ( $p=0.050$ ). Therefore the alternative hypothesis is accepted and reject the null hypothesis. Customer satisfaction significantly influences the intention of generation Y to use Grab car service. The Beta coefficient for customer satisfaction

is 0.474; it showed the customer satisfaction is having a positive relationship with the intention of generation Y to use Grab car service.

In conclusion, there are three perceived variables which are the effect of social media marketing, price and customer satisfaction have a significant relationship with the intention of generation Y to use Grab car service. Customer satisfaction has the strongest relationship toward the intention of generation Y to use Grab car service because it has the highest beta value which is 0.474. The second highest is 0.153 which is the effect of social media marketing, followed by 0.130 which is price. Reliability has the lowest beta value which is 0.084. It has the weakest relationship with the intention of generation Y to use Grab car service.

#### **4.7 Summary**

From this chapter, the researcher has used few analyses such as reliability analysis to test internal consistency, factor analysis to reduce a large number of variables into a smaller number of construct and multiple linear regressions to have hypotheses testing. The researcher also analysed the demographic profile of 320 respondents. Most of them are male, students and staying outside the campus. Most of them know about Grab, downloaded the application and used it often. Most of the respondents' average distance to university is 3km-5km and the average time is 10 to 15 minutes.

From the reliability analysis, most of the components have reached to a level of good internal consistency except subjective norm reached an acceptable level because its Cronbach's Alpha is 0.678. The attitude toward the behaviour is 0.825;

the perceived behavioural control is 0.779, the effect of social media marketing is 0.868, price is 0.775, reliability is 0.835 and customer satisfaction is 0.795.

From the factor analysis, the total variance is 66.604% for the theory part. The Kaiser-Meyer-Olkin (KMO) statistics is 0.90 which is higher than 0.6 which is the sample is adequate. The Bartlett's Test of Sphericity Chi-square ratio value is 4605.014. The degree of freedom is 105. It is significant. For perceived variables, the total variance is 68.830%. The KMO statistics is 0.845 which is higher than 0.6. The KMO statistics are adequate. The Bartlett's Test of Sphericity is high, and Chi-Square is statistically significant.

In chapter 5, the researcher will discuss the significance of findings, implication and recommendation for the future researcher, limitations and conclusion.



## **CHAPTER 5**

### **CONCLUSION**

#### **5.1 Introduction**

In the previous chapter, it discussed the data analysis through reliability test, factor analysis and multiple linear regressions. It is tested to investigate the relationship between the independent variables and dependent variables. From the result, it proved that reliability does not affect the intention of generation Y to use Grab car service. This chapter will discuss the summary of the findings in the previous chapter. Besides that, the implication and recommendation, limitations of study and recommendation for future study were also discussed in this chapter. Lastly, the research will conclude in this chapter as well.

#### **5.2 Significant of Findings**

There a is total of 320 respondents for this research. Majority of them are male, students from Year 2 FEB, UNIMAS. The dependent variable for this research is the intention of generation Y to use Grab car while the independent variables are the effect of social media marketing, price, reliability and customer satisfaction. The profiles of respondents were analysed using frequency analysis, and the response of the survey is being analysed through statistical analysis.

Based on the table 4.6.1, there is a more significant relationship between the effect of social media marketing, price and customer satisfaction towards the intention of generation Y to use Grab car service whereas reliability has the least significant relationship among all the independent variables. This result is analysed through multiple linear regressions. The results and data of this research have satisfied all the research objectives and hypothesis that intended to achieve.

From the results, the most impact relationship toward the intention of generation Y to use Grab car service is customer satisfaction. According to table 4.5, it has the highest Beta which is 0.474. The findings of this research have proved that customer satisfaction has the most significant relationship in influencing the intention of generation Y to use Grab car service.

**Significant findings of the research found that:**

H1: There is a significant relationship between the effect of social media marketing and the intention of generation Y to use Grab car service.

H2: There is a significant relationship between the price and the intention of generation Y to use Grab car service.

H3: There is significant relationship reliability and the intention of generation Y to use Grab car service.

H4: There is a significant relationship between customer satisfaction and the intention of generation Y to use Grab car service.

### **5.3 Implication and Recommendation**

The limitation of this study might become the opportunity and improvement for the next study. The future study can be conducted with more respondents from different faculty, college or university to increase the population and accuracy of the data. The data should be collected from a private and public university. Their attitudes and perceptions towards the intention of generation Y to use Grab car service might be different. The researcher should not only limit to a specific geographical area to investigate this research. Different area, the different state might have different cultures, mindsets and perceptions. The researcher should reduce the question in the

questionnaire. The more question contains in the questionnaire does not mean that it is good. The question that is straight to the point will be better to put in the questionnaire.

### **Recommendation 1: Advertise through online social network**

Grab car's target customer is generation Y. Nowadays, an online social network such as Facebook, Instagram and others have become an essential platform for them. Grab car can use this platform to promote its service and get connected with their customers. Connection with the customers is essential because it can help to get feedback from the customers and improves their system.

### **Recommendation 2: Increase the amount of sample size**

This research has 320 respondents. To conduct a more accuracy, reliability and validity data and result, the researcher suggests that future research need to increase the amount of sample size which is more than 350 respondents will be better. The more respondents involved, the more reliable the data collected. Besides that, the researcher recommends that the time frame of conducting survey should be extended to allow the researcher to have enough time to distribute and collect more data. The researcher also recommends future researcher conduct equal conduct which involves all races and age, do not specify at which year the students study.

### **Recommendation 3: Expand the area of data collected**

This research has 320 respondents. All of the respondents are the students of Year 2 FEB UNIMAS. The researcher suggests that a future researcher does not only focus on one place. If the future researcher wants to conduct a study in Kuching, the

data might be collected from Swinburne, SEGI, Sunway or another university. It will help to increase the data collected and increase the accuracy, validity and reliability of the data. Distribution questionnaire around a few places will help to gain more comprehensive findings.

## **5.4 Limitations**

- **Time Frame**

The time frame given to complete this research is not enough to cope with the broader aspects of the respondents. It is hard to identify which factors affecting the intention of generation Y to use Grab car service the most due to the time constraints. In order to measure the results more accurate, the time frame should be given one year or more to increase the reliability and validity of the research.

- **Sample size**

The sample size of this research is 320 respondents. However, according to Sekaran (2003), a sample need more than 30 and less than 500 respondents are appropriate for the most research based on Roscoe's rule of Thumb. It is better to use a larger sample size to measure so that the primary data can be more accurate.

- **Geographic Area**

This research was applied only in a small scope which is only in UNIMAS. The data collected from the Year 2 FEB students UNIMAS might not represent the perception of the customers in other areas of Malaysia.

Different areas will have different perception towards the factor that influencing the intention of generation Y to use Grab car service.

## **5.5 Conclusion**

In conclusion, this research studies the factor affecting the intention of generation Y to use Grab car service. According to table 4.5, the  $R^2$  is 0.397. It is shown that the relationship between the dependent and independent variables are weak because it is only 39.70%. The evidence has shown that customer satisfaction has the greatest impact on the intention of generation Y to use Grab car service whereas reliability has the least impact on the dependent variable. It cannot be denied that customer satisfaction play an important role that affecting the intention of generation Y to use Grab car service. Besides that, this research including implication, recommendation and limitations. The researcher recommend some ways for the future researcher to avoid happen the same mistakes and improves his or her study.

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## **APPENDIX: QUESTIONNAIRE**



**Faculty of Economics & Business**

**Final Year Project**

**Survey Questionnaire**

**The intention of generation Y to use Grab car in UNIMAS**

Dear Respondents,

This survey is carried out as part of the Bachelor of Business Administration with Honours (Marketing) student at Universiti Malaysia Sarawak. This survey is intended to examine the intention of generation Y to use Grab car in UNIMAS. Kindly answer ALL the questions in the questionnaire and return it to the enumerator. It should take you not more than 15 minutes to complete the questionnaire. This feedback and information given all remain confidential within reasonable limits and will only be used for analysis purposes. I hereby tender the greatest appreciation for your full co-operation. Thanks You.

Best Regards,

Chan Yong Yi 55639

Bachelor of Business Administration with Honours (Marketing)

Universiti Malaysia Sarawak (UNIMAS)

Supervisor:

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University Malaysia Sarawak (UNIMAS)

## Section A : Demographic Profile

Please answer by placing tick (✓) at the appropriate box or by writing the correct answer to the following question.

1. Indicate your gender.

- ☐ Female
- ☐ Male

2. Please share which state are you from.

\_\_\_\_\_

3. Please state your age.

\_\_\_\_\_

4. Highest Education

- ☐ STPM
- ☐ Diploma
- ☐ Degree
- ☐ Master
- ☐ PHD
- ☐ Others:

5. Occupation.

- ☐ Student
- ☐ Employed
- ☐ Self-employed
- ☐ Unemployed
- ☐ Others

6. Residence

- ☐ In-campus college
- ☐ Outside Campus

7. If you are stay outside of campus, please state which area you stay.

- ☐ Unijaya
- ☐ Unigarden & Unimedia
- ☐ Desa Ilmu
- ☐ Kwang Tai
- ☐ Others: \_\_\_\_\_

8. What is the main transportation to university?

- ☐ Car pooling
- ☐ Car
- ☐ Motorcycle
- ☐ Bus
- ☐ Walking
- ☐ Cycling

9. What is your average time to the university?

- ☐ Less than 5 minutes
- ☐ 10 minutes-15 minutes
- ☐ 16-20 minutes
- ☐ More than 20 minutes

10. What is your average distance to university?

- ☐ Less than 1km
- ☐ 1km
- ☐ 1km-3km
- ☐ 3km-5km
- ☐ 5km-10km
- ☐ More than 10km

11. Do you know about Grab Car Service?

- ☐ Yes
- ☐ No

12. Do you download the Grab application?

- ☐ Yes
- ☐ No

13. Do you use Grab Car Service before?

- ☐ Yes
- ☐ No

14. How often you use the Grab Car Service?

- ☐ Never used before
- ☐ Only tried it once
- ☐ Once per half year
- ☐ Once per month
- ☐ Once per week
- ☐ Several times per week

15. What is the number of motorcycles owned in household?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4

16. What is the number of car owned in household?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 8

Please answer by placing a tick (√) at the appropriate box.  
Responses are based on a 5-point Likert scale and scores ranged from 1 to 5.

- 1- Strongly Disagree
- 2- Disagree
- 3- Neutral
- 4- Agree
- 5- Strongly Agree

No	Questions	Scale				
		1	2	3	4	5
1.	Do you willing to ride public transportation?					
2.	Does public bus in Kota Samarahan is convenience?					
3.	Does public bus in Kota Samarahan is affordable?					
4.	Does public bus in Kota Samarahan bus is safe?					
5.	Does public bus in Kota Samarahan is easy to access?					
6.	Does public bus in Kota Samarahan is punctual?					

**Part B : Perception towards Grab Car Service in UNIMAS**

Please answer by placing a tick (√) at the appropriate box.  
Responses are based on a 5-point Likert scale and scores ranged from 1 to 5.

- 1- Strongly Disagree
- 2- Disagree
- 3- Neutral
- 4- Agree
- 5- Strongly Agree



### Attitude toward the Behavior

No	Questions	Scale				
		1	2	3	4	5
1.	I am positive towards the introduction of Grab.					
2.	I think Grab is a good idea.					
3.	I think I can save time by using Grab.					
4.	I think that Grab serves a good purpose.					
5.	I think using Grab is comfortable.					

### Subjective Norm

No	Questions	Scale				
		1	2	3	4	5
1.	My close friends use Grab.					
2.	It is important for me what my close friends think about Grab.					
3.	The public opinion about Grab in general is positive.					
4.	My close friends think I should use Grab.					
5.	I consider the legal status of the Grab services as important.					

### Perceived Behavioral Control

No	Questions	Scale				
		1	2	3	4	5
1.	I have the knowledge to use the Grab services.					
2.	I have the ability to use the Grab services.					
3.	I feel in control when using the Grab services.					
4.	I have the resources to use the Grab car services.					
5.	I trust the Grab's screening of the drivers.					

### Part C: Perceived variables

#### A: The effect of social media marketing

No	Questions	Scale				
		1	2	3	4	5
1.	I often get latest information of Grab from social media.					
2.	I find the Grab application platform has an user-friendly interface.					
3.	Grab application has made information sharing more effective.					
4.	The media attention Grab receives affects my willingness to use the service.					

**B) Price**

No	Questions	Scale				
		1	2	3	4	5
1.	I feel that using Grab Car Service can help to save money.					
2.	I did not receive surge charges from Grab.					
3.	Promotion Codes heavily influences me to take Grab Car Service.					
4.	I enjoy use the other functions in the Grab application such as GrabPay and Top up.					

**C) Reliability**

No	Questions	Scale				
		1	2	3	4	5
1.	I reach destination on time by using Grab Car Service.					
2.	Requesting Grab Car via application is easier than hailing taxi.					
3.	Grab application enables me to request a car in faster way.					
4.	Grab application makes communication with drivers/passengers more effective.					
5.	I feel comfortable and reliable with the use Grab Car Service in UNIMAS.					

**D) Customer Satisfaction**

No	Questions	Scale				
		1	2	3	4	5
1.	I easy to get access of requesting Grab Car Service in UNIMAS.					
2.	Grab application ensure better engagement between drivers and passengers.					
3.	Grab application makes my transportation options more flexible.					
4.	I feel secure connecting my credit card to the Grab services.					